

# VARIETY

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## \$800,000 FILM DRIVE

### DAILIES FIGHT, THEATRES IN MIDDLE

Washington, July 9.

Thorough airing of every move in the film cleanup campaign has resulted here from use of the picture issue as a major weapon in the newspaper warfare between Hearst's Herald and Eugene Meyer's Post.

Seven and eight-column headlines feature almost daily yarns about church meetings, film denunciation, and other cleanup events as Post and Herald continue their circulation contest with winning of Catholic readers as the goal of each sheet.

Warfare broke out after Nelson Bell, Post drama editor, wrote a lengthy feature article discussing economic and production aspects of film cleanup movement, putting in an occasional good word for the industry but at the same time admitting that improvement in screen entertainment is much to be desired. Scrap came to a head within a few days when reprints of reply by Baltimore Catholic Review flooded the

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### WALL ST. EYES B'WAY'S SHOWS

With Wall Street trading dull, some downtowners eye Broadway as an investment for stockpiling shows. Two such offers are from financial men who have been rubbing uptown. Both made offers to buy in on next season's productions.

Joseph Lillenthal of Hirsch-Lillenthal & Co. is reported to have made advances to Harmon & Ullman. Another to H. & U. came from Arthur Lipper, Jr., who has a seat on the Stock Exchange. Lipper is also going into show business on his own, his first try being with 'Saluta.'

### Fair R.R. Biz Perks

Chicago, July 9.

Railroad biz to the World's Fair is picking up, which indicates a later Fair boom than in 1933. During the first month of this year's show the choo-choo trade was particularly light, but indications are for a healthier July and August.

Best trade is coming from the southern territory, with the West and East not up to last year. This reverses the situation of 1933, when the South was the poorest contributor to the Fair's gate receipts.

### Heat or 'Cheer'?

When the weather man called off the 17-day heat wave in N. Y., Saturday evening (7), managements of three shows quickly changed their minds about closing 'Roberta,' 'New Faces' and 'Her Majesty the Widow.'

However, it is indicated that the decision to stick was actuated more by the suspending of Broadway's ace musical, 'As Thousands Cheer,' which lays off for four weeks, starting Saturday (14), than by the torrid weather. With big grosser out of the way, the other shows are figuring on getting some of the expected summer gravy.

### SUMMER SHOWS WEAK AS B.O.'S EASE OFF

Reports from the rural summer theatres are variable, with light business apparently the rule for the starting weeks. Indications are that there are too many hideaways, with opposition resulting. Between Virginia and Maine there are more than 60, according to announcements.

Atlantic City is showless, two summer stocks doing a quick fold. Both appeared to have opened too early, granted that the resort's visitors would support 'the troupe.' Chamberlain Brown Players stopped Saturday (7) after three weeks at the Earle, while Charles Purcell's musical stock at the Garden, starting with 'The Chocolate Soldier,' closed at the same time, having played a week and one-half. Equity had funds for salaries and return transportation, Brown group coming back on a bus.

### Jinxed Circus?

Mexico City, July 9.

Mexico has a circus which seems to be jinxed. It is the Farnandi show.

An elephant badly injured the French consul and a customer at Vera Cruz City during a performance near here. Truck ran away in Pachuca, a silver mining camp, crashed into a house and injured four attaches.

Show's lions escaped in Pachuca, killed two persons and injured five others before they were captured in a forest by police, soldiers, attaches and civilian posse. Fancy horses stampeded during one performance in same stand and trampled several children in the front rows. One of the victims suffered a fractured skull and is near death.

### \$100,000 FOR 8 PICKED FEATURES

Plan of Major Companies—Day and Date Release in All 'A' Houses—Figure 2 Months of Sock Pictures Starting Aug. 15

METRO'S \$1,000,000

Major picture companies are contemplating a concerted drive for theatre attendance to inaugurate the new season which would entail the spending of \$800,000 on a round-robin national advertising drive.

The campaign will not be institutional but calls for each of the eight big companies to select the picture it wishes to concentrate upon and appropriate \$100,000 to publicize that film. This big push is due to start about Aug. 15 and to continue for eight weeks, the companies turning loose their anticipated sock films at the rate of one a week.

Theatre departments of the producer-distributors will be called upon to schedule playing time so that full benefit may be derived from the exploitation. On this phase of the project the idea is that

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### Original Musical Each Wk. Set as Soap Firm's Plan

Most ambitious radio production undertaking thus far will be attempted by Ivory soap when it sponsors an original one-hour musical show weekly over NBC next season. Howard Dietz and Arthur Schwartz will write the music and lyrics and Courtney Riley Cooper will supply the story.

Show will have a running plot plus the special numbers, title of book to be 'The Gibson Family.' Only members of the cast set so far are Jack and Loretta Clemons.

In landing Dietz and Schwartz, Ivory is taking from Broadway two well known musical show writers. They authored the Max Gordon revues of the past several seasons. In going radio on the Ivory deal they'll be obliged to supply a new set of tunes and lyrics every week, something that showmen have regarded as hardly possible. George Cohan came nearest to it on his broadcasts.

Ivory show starts the last week in August on NBC, with intentions of staying on for 52 weeks.

### Timing the Lights

A more or less epidemic of traffic light stickups around New York recently. Prevalent late at night both in Central Park and in suburban districts. Al Tolson's chauffeur drew one last week.

Process seems to be that bandits wait for cars stopping on a red light, sneak up on the driver with a gun and order him to drive on, or around the corner, when the light changes.

Car drivers are now pondering the advisability of a stick-up or risking a 'ticket' by driving through a red light. Which is something else for the pedestrian to worry about.

### REPEAL'S HIGH GROSS, BUT LOW NET

The difference between repeal and prohibition is exemplified at the Pavilion Royale, road house on Merrick Road, Long Island, where Rudy Vallee's first week is stated by the management to exceed Guy Lombardo's pre-repeal gross by 40%. The radical difference is partially explained by (1) the inclusion of the 4th of July in the first week's tally; (2) by more favorable weather, with the heat and humidity around N. Y. booming all roadhouse bis.

But, aver the innkeepers, despite the wide variance in grosses, the net shows little difference, explained by the repeal angle. Last year there was plenty of 10c (wholesale price) mineral waters and ginger-ale sold at \$1 a bottle, or a 900% net profit when it was still fashionable to bring your own likker. Today a \$10 quart of imported vintage champagne still stands the house \$4.50 or \$5 a bottle wholesale, about 100% margin. Or, at the 75c and \$1 per drink basis, the margin of net to the house is similarly way down in view of the liquor base, the mineral water or ginger ale for the mixer, not to mention the overhead at the service bar, etc.

### GUILD MAY GO RADIO FOR OIL

Theatre Guild may be affiliated with radio this coming season. Under consideration is a program which includes a hookup with the legit producing organization and Socony-Vacuum.

Show, plotted to run an hour, will be a combination of music and dramatics. For the latter the account would have call on the Guild's play-script library, with the Guild also supervising the dramatic end of the production.

Exploitation of the tie-up would work both ways.

### STARS IN PERSON TO TELL PRODUCERS' SIDE

As a 'counter-active' means of pro-film propaganda, personal appearances by film stars may be intensively routed in the key cities to give the public the industry's slant on clean pix, etc.

Without propagandizing for Hollywood, the Coast savants feel they are entitled to their own say, which may be best voiced via the more popular celluloid satellites.

### S. F. SOCIALITE EXTRAS MIFF LAYOFFS

San Francisco, July 9.

Columbia Pictures, as well as Frisco shrine officials, came in for plenty of squawks during the past week when Frank Capra directed 'Broadway Bill' scenes at the Tannan racetrack and used as extras many society folk who drew pay checks for their stint while unemployed performers looked on.

Before the 'Broadway Bill' crew came up from Hollywood, Columbia execs made a deal with Shrine headmen who were to supply 400 extras from their list of unemployed to be used in the film at \$3 a day. There were 400 extras, but among them were wives, sons, daughters and, in some cases, business men themselves, many of whom are not only employed, but independently wealthy.

Payoff came when William H. Crocker, one of Frisco's wealthiest bankers, had his picture in several dailies shown accepting a \$3 pay check, while a rich society woman had her phiz in, too. One paper said Crocker turned his check over

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### Pope's Niece, Pic Star

Rome, July 9.

Sandra Revel, Italian film star, is rapidly gaining in b.o. prestige on the Continent.

She's a niece of Pope Pius.

### Ellington's Opera

Duke Ellington has written a full length Negro opera which he is trying to place. Radio City Music Hall is interested and may stage it.

Libretto traces Negro life from the jungle to Harlem. This is the first opera by a member of the race.

# BIG ADVERTISERS WARY OF STATIONS NOT MAINTAINING QUALITY LEVELS

**Growing Disposition to Feel Reputable Products  
Cheapened by Proximity of Borderline Adver-  
tising Programs**

Chicago, July 9.

Stations are beginning to fret about the squawks aimed at certain minor advertising. And the squawks they are worrying about do not come from the listeners who don't bother to complain (they just don't listen), but the howls that annoy the stations are those from the big national advertisers, of the type of Armour, Swift, Lucky Strikes, Real Seal Piston, General Mills and others of that category.

These large national advertisers are threatening to walk out on stations which persist in allowing these "cheap" advertisers to "hit the air just ahead or behind" the standard advertisers object to following a rupture program or even in some instances, a whiskey program. They believe that this adjacent plugging injures their reputation and puts them in the same class with the cheaper products. The public's mind, they claim, that cheap program sponsors give the station a cheap reputation and a rep which must necessarily hurt the class advertiser.

Big sponsors are comparing radio to newspapers and state that ace newspapers keep up their advertising and reader standard by rejecting cheap patent medicines, cough advertising, ulcer cures, rupture devices and others of that ilk. And the big advertisers claim that if newspapers can keep up the tone of their publication that the stations can do the same for their transmitters.

Sponsors point out that stations associated with these high-class newspapers, such as WGN with the Chicago Tribune and WDAF with the Kansas City Star, consistently refuse to accept these cure-all advertisers. The ace sponsors believe that their standing with the public is enhanced by being plugged on a high-grade station, while their standing would, in the same manner, be damaged by being spilled about on a cheaper-grade transmitter.

Stations are starting to take notice of these objections and are sloughing off advertising which might prove objectionable not only to their listeners, but to these nationally known sponsors. It's a case of censorship, not by listeners, but by the recognized legitimate sponsor.

## Pontiac's 1/2 Hour

Pontiac has obligated itself for a Sunday night half hour on NBC's red (WEAF) link, starting Sept. 9. Program hasn't been set.

Under consideration by the account are parts of NBC's Sunday night "Goin' to Town Affair." Pontiac had this stanza piped out to its Detroit plant last week. Indications are the auto maker will use Ed Lowry as m.c. and pick either Frank Black or Al Goodman for the master of the band.

Leaders were submitted by NBC's sales department. Bobb McNeely was also auditioned.

## Writers Sue Baron

Howard Snyder and Hugh Wedlock, authors, have served a summons on Jack Pearl for \$3,000 for alleged use of some of their material on one of Pearl's broadcasts. Edward J. Blumberg is counsel for the writers.

Julius Kandler on behalf of Pearl denies using any outside material, stating that Billy K. Wells and the J. Walter Thompson agency author and supply him with all scripts.

## Campagna's Coaster

Campagna Corp. has closed for the 6:30 to 8:15 P.M. on NBC's blue (WJZ) loop, starting Sept. 23. Frame will be either musical or straight dramatic, with the latter bringing back the "Grand Hotel" idea.

Hookup will be from coast to coast.

## Foiled

Mexico City, July 9. Alleging that local radio station XEWE slandered them and damaged their reputations by demanding in two broadcasts that they call at the studio's business offices and settle pending accounts, J. Rafael Rubio and Renato Ornelas have begun suit in a civil court here against the station.

They contend that it is against the law for radio stations to use this means to collect.

It is the custom for Mexican newspapers to insert ads in boldface type calling upon delinquent customers to settle advertising bills.

## Campbell's \$15,000

## CBS Time Bill Is Biggest Yet

Campbell soup's 'Hollywood Hotel,' slated to start Sept. 14 or Oct. 12 on CBS, will have the largest hookup in the history of the business. Web has already lined up 84 stations for the program and figures on having at least 10 more added to the link by debut date.

Besides the basic network complete, the account is taking almost every supplementary on the CBS list. Time bill alone will come to over \$15,000, per broadcast.

CBS is giving Campbell several weeks of advance ballyhoo over the air in connection with the program. Most of the exploitation will be derived from a country-wide contest in which those concerned will pick a girl warbler to appear with Dick Powell in the program. Web will do the auditioning in 13 regional centers, with the winner of each tryout brought to Hollywood for the finale. In New York the test will be held in the Columbia Radio Playhouse, off Times Square.

Campbell shop, slated to originate from Hollywood, will include in its cast, besides Powell and the contest winner, Lovella Parsons, William O'Neil, Ted Fiorio's band, El Brendel and Cy Kendall, last named playing the role that Lionel Barrymore would have held had Metro-Goldwyn-Mayor not barred the way. J. P. McEvoy will author the scripts.

## NBC's Chicago Predicament

## WLS Building Own Transmitter—Not Enough Time for Both Red and Blue

Chicago, July 9. NBC is starting to worry in earnest about its transmitter situation in Chicago. From present indications NBC will not have enough transmitter time to take care of its two networks in 1935. This follows the apparent set decision on the part of WLS, the indie Prairie Farmer station, to break away from NBC and go on its own.

WLS is now sharing the WENR transmitter which belongs to NBC but WLS last week started to build its own 50,000 watt transmitter, to go into action as soon as the present contract with NBC expires.

With WLS leaving it means that the blue network will have only WENR which shares the wavelength time with WLS. The Hearst KXW station which has been a third NBC station here will be no longer available to NBC on Oct. 23 when the transmitter moves to

## Armour Show to Coast As Baker Goes Screen

Chicago, July 9.

Phil Baker taking his Armour troupe to Hollywood while he doubles to the Universal studio for a part in the "Gift of Gab" flicker.

At least two Armour programs will originate on the sunshine slope.

## Nazi Cheap Sets Too Good; They Bring In Moscow Communists

Berlin, July 1.

Reichminister Dr. Joseph Goebbels, if still in office, will patronize this year's Radio Show scheduled here in the giant Kaesendahl exhibition Hall for August 17-20.

All the important German firms and several foreign houses are expected to have exhibits here, now that Germany is becoming radio-conscious through the efforts of the government to force a cheap set on the market.

In cooperation with the best engineers of the industry a 'Peoples Receiver' was brought on the market to sell for 76 marks on deferred payments.

Some 500,000 sets were sold. Then came the dawn. The little sets were so well made that they picked up anti-Nazi propaganda in Moscow and Strassburg.

## Jencks, Ex-Reporter, WRHM Station Mgr.

Minneapolis, July 9.

In selecting Earl D. Jencks as manager of the recently acquired local radio station, WRHM, the Minneapolis Tribune and St. Paul Dispatch, new comers, took a leaf from the book of WCCO, Columbia chain station here, by choosing a former newspaper man. Earl Gammons, Columbia chain station manager, was a reporter on the Journal here before entering the radio field.

Prior to accepting an executive position with WCCO, from which he resigned to go with WRHM, Jencks had been employed in the editorial departments of both Minneapolis and St. Paul newspapers.

## Molle's New Program

Molle shaving cream is auditioning for a new program. With the revised frame the account will make it three 15-minute periods a week over NBC's red (WEAF) link.

Program that Molle currently is bankrolling on that network includes Shirley Howard, Guy Bonham, Wamp Carlson and Dwight Latham.

## Chain Income from Time Sales

### NBC

	1934	1933	1932	1931
January	\$2,373,923	\$1,869,885	\$2,636,447	\$2,026,860
February	2,197,297	1,742,784	2,571,609	1,924,778
March	2,473,400	1,997,463	2,864,783	2,164,431
April	2,368,118	1,699,177	2,649,892	2,195,880
May	2,472,594	1,662,837	2,306,448	2,101,255
June	2,182,742	1,512,139	2,031,468	1,931,155
Total	\$14,068,074	\$10,475,336	\$15,108,945	\$12,344,632

### CBS

	1934	1933	1932	1931
January	\$1,405,948	\$941,466	\$1,348,842	\$692,114
February	1,377,823	884,977	1,319,414	750,621
March	1,524,904	1,016,102	1,436,060	1,110,526
April	1,371,801	775,489	1,364,592	1,074,103
May	1,256,887	624,256	1,328,944	1,065,352
June	926,939	563,066	1,126,830	1,067,320
Total	\$7,872,102	\$4,795,335	\$7,701,672	\$6,251,946

## NBC Canters Through June for All-Time Record in Heat Spell; NBC, \$2,182,742; CBS, \$925,939

### KOIL's Jinx Hour

Omaha, July 9.

Early morning hour from 6 to 7 at KOIL is becoming known as the jinx hour to station personnel. To begin with, Zel Mills, who regularly handles the hour (transcription), set out for Colorado on his vacation only to come down with flu on arriving there. Paul Luther, station standby for several years, filled in for Mills, and is now in the hospital as result of an elevator accident which occurred when Luther attempted to rush out of the cage to get the program on the air on time.

Walter Vogt, station production manager, took over the task following Luther, only to have to call the medic while he was on the air and be treated for stomach trouble. Vogt took three days off to recover. Al Bates, technician, who put program on at time of Luther's accident, thanks his stars he's been relieved of the assignment favor of remaining announcers.

## PABST GOES OFF AIR; BERNIE BACK IN SEPT.

Ben Bernie fades off NBC for Pabst Blue Ribbon Beer with the August 17 broadcast. Account expects to return him to the Tuesday night half-hour, Sept. 18.

Bernie has been on the Pabst payroll for almost four years.

## Romance Doubled Up

When Mohawk Carpets returns to NBC in September it will add a Sunday half-hour to its time. Program will consist of an orchestra headed by Harold Levey, and Ralph Kirby, tenor. Same combination will do a quarter-hour Thursday mornings.

On both stanzas Levey will continue to be billed as Don Allen. Account thinks this tag sounds more romantic.

## WOWO's Theatre Dark

Fort Wayne, July 9.

WOWO's radio playhouse, the Indiana, has closed for the summer. New lease to be signed.

Films are included in the programs. Gerald Newton returns to sales staff during the layoff period.

### MOSS WITH CBS

CBS is continuing expansion of its band-bookings department. Latest to join the staff is Harry Moss. Moss was a partner in Moss, Hallett, Inc., band booking organization which dissolved some time ago.

### LISTEN TO BUDDY ROGERS

Chicago, July 9. Buddy Rogers band is auditioning. Two agencies listening in, one for a medical account and the other for an auto.

NBC continues to maintain the stronger business pace through the summer. While Columbia in June bettered its take from time sales by 67% as compared to the parallel month of 1933, the web's tally for the previous month was 26% less than it had been in May. NBC last month did 44% over the June '33 level, but at the same time slid off only 11% from the May, 1934, count-up.

Last month NBC also broke its all time record for June. Previous high was in 1932, when the network garnered \$2,081,466. This June the web grossed \$2,182,742. For June, 1933, the revenue from facilities turnover had been \$1,512,129.

For Columbia this June's gathering, \$425,939, was appreciably under that of 1933. Gross for June of the latter year set a record figure of \$1,057,230.

Comparison of the accumulative totals has Columbia this year substantially ahead of 1932. For the January to June, inclusive, stretch of 1934 CBS has grossed \$7,872,102. During the like span of 1932 the tally was \$7,710,672. NBC is about \$1,000,000 under its January-June, 1932, accumulation.

## WBT's New Rates

Charlotte, N. C., June 9.

A new rate card, changing time classifications, is now in effect at WBT. Class 'A' time, which begins at 6 p.m., has been extended to 11 o'clock, instead of 10:30, as formerly.

With the inauguration of the new rates WBT eliminates entirely the old local rate card based on a lower scale of prices for time. New general scale, becomes effective for both local and national advertising. Rates are based on a primary charge of \$200 per hour for 'A' time.

## Polly Morgan Moves

Pittsburgh, July 9.

After building up a following via WWSW, Polly Morgan (Lillian Malone) moves her personal shopping service to WOL. Polly, Mrs. the Kettle On, to WCAE, Hearst station, this week.

On WCAE, her morning program will replace long-time Alice Abbott and her 'Market Place.' Miss Abbott (Stephanie Diamond) leaves station end of this month to vacation for six weeks before going to New York for Joe Bonner program, on which she'll do femme parts next season.

## Puttin' on Heat

Distributors of Blue Coat have a new script-musical act which they will debut on NBC Oct. 11, on the basis of three afternoon installments a week. Programs will run a half hour each.

Hookup will run on itself to the central eastern states.

# RADIO IN THE STICKS

## Equity's Bargain Initiation Fee For Radio; \$10 Instead of \$50

Equity will make a strong bid to bolster its membership among radio artists by setting modest terms to join the association. That was determined at a council meeting when a by-law was adopted to the effect that microphone players may become members by paying an initiation fee of \$10. Legit people are required to pay \$50 initiation, fee being boosted from \$25 about one year ago. Annual dues for radio members will be \$18, same as senior members in legit.

Equity has been tabbing air activities. A survey of salaries paid radio artists was made by Equity recently. One apparent result was that the general run of radio actors do not receive enough compensation to warrant making the regular member charge.

Equity boosted the initiation charge to keep down the number of applications from newcomers to the stage, on the theory that experienced member-players would have a better chance to secure jobs. Move was near to a closed shop but Equity insists it will never close its rolls. Interest in the radio field was evidenced first several seasons ago when the council ruled that if a show or any part of a performance went on the air, one-eighth extra salary be paid. More recently Equity became interested in radio through the NRA code and Emily Holt, of its legal staff, is on the Radio Code Authority.

New membership admission regulation is broad in its provisions, in that any former member who quit the legit and is devoting all time to radio, may now rejoin for \$10, and, if delinquent, all such charges shall be wiped out. That is a distinct break for those "out of benefit" for it stipulates that if any new member from radio becomes a legit player, the difference in the initiation shall be paid Equity. That means that a new member from radio, paying \$10 at this time, must kick in with an additional \$40, if and when going onto the legit stage. Delinquent members now in radio would not have to pay the extra amount, if returning to the stage.

Equity, when asked if the radio move might be followed with a "bargain" admission rate for picture players who are not members, stated that no such plan was in mind at this time.

## Freddie Miller's Ltd. Plug for Ivory's Cream

Ivory shaving cream, new product of the soap company, starts a New England exploitation campaign on a three-station NBC hook-up July 24, with Freddie Miller supplying the show. Miller will do his broadcasts from WEEI, Boston.

Program is set for Tuesday and Thursday spots on the three stations for 25 weeks, after which Ivory switches it to NBC in New York. Miller was set by Ben Roelke.

## WBB's Libel Action

Kansas City, July 9. A libel suit asking \$250,000 damages for a radio speech during the recent city election was filed here against the WBB radio broadcasting company and Mrs. R. J. McCurdy, Democratic campaign speaker, by attorneys for Thomas J. Sisto, head of a Kansas City, Kansas, detective agency.

Actual damages of \$100,000 and punitive damages of \$150,000 are sought. It is stated that the speech made by Mrs. McCurdy, who resides in this city, was in answer to a speech made by the plaintiff before a group of CWA workers.

## RADIO RUINED PRAGUE!

So Ought to Give Aims to Victims Union Averages

Prague, June 27. Czechoslovak Theatre Union here is threatening a boycott against the semi-official state-subsidized Radio Journal. Theatre Union thinks the Radio Journal should divert a part of its revenues toward the support of the willing legitimate theatre and its indigent members.

Logic behind the demand and the threat that goes with the demand is that since radio broadcasting has caused a crisis of bad business in the theatre the responsibility of sharing radio profits with the theatres is manifest.

Radio Journal seems not to take its guilt seriously. But meanwhile the stage languishes in Prague while citizens remain at home and twist the controls.

## NBC TAKES OFF 'HELP WANTED' SIGN

NBC is out to keep its payroll from further expansion. Department heads throughout the organization were advised by Richard C. Patterson, Jr., executive v.p., last week that there is to be no more hiring done until further notice.

Particularly affected by the order is the sales department, where adding of help has accompanied the steady increase of business.

## EQUIP RIVER BOATS FOR SENDING, RECEIVING

Kansas City, July 9. Movement of river steamers between Kansas City and St. Louis, and north to Atchison, Kansas, will soon be aided by shortwave radio stations, to be installed on government tow boats and dredges from Atchison to Coscoedade, Mo.

Twelve stations will comprise the network. There will be two land stations and ten radio equipped boats. All of the stations will be equipped with both receiving and sending sets, and will operate on a frequency of 2,604 kilocycles. River boats, if encountering channel obstructions or other difficulties, will be able to call a dredge or towboat within a few minutes.

## New Ruth Show Maybe, With Giveaways

Fletcher & Ellis agency last week submitted Babe Ruth to a string of oil accounts. Program idea which the agency outlined did not contain a premium or giveaway tag.

Distributors of the Esso brand of petroleum was forced to drop a recorded series framed around Ruth last winter when the oil code authority objected to the premium thing which had been made a part of the program.

## PEABODY WEST

Right after the last show at the Roxy, N. Y., where he closes a three weeks' stay Thursday (12), Eddie Fiedler boards a train for Los Angeles to do some shorts. He is due back east Aug. 16.

Originally from L. A., Peabody has been at the Hollywood restaurant all winter. Harold Kemp of NBC is setting some radio dates for the banjoist out of KFI, L. A., an NBC link.

## IT'S NO PICNIC FOR OPERATORS

Business Dries Up After Opening Night in 15,000 Pop. Towns—Can't Make Both Ends Meet When They Haven't Got Both Ends

## HEADACHES

By ROBERT H. BROWN

Birmingham, July 9. Radio in That Four-word sentence of territory, aside from big contracts and chain programs. It deals mostly with three-dollar announcements from retail merchants and occasionally a contract that smacks of the right to be dubbed a commercial.

Network programs play only a small part in the lives of stations out in the hay country. They come in handy to offset some of the disadvantages of local arrangements. Stations seldom turn down a chain contract, it's true, but just the same the chain program is a minor affair with stations.

In the first place a majority of stations have a hard time getting enough chain spots to make them worthwhile and take up time. There's still only 24 hours in a day whether it's New York or Water Valley, Miss. And lines cost money. For this reason sustaining programs over chains are getting to be rarities.

But the ones who have the fun running radio stations are the boys out in the little towns, of from 5,000 to 15,000 population. Making ends meet in those places is like finding Robinson Crusoe.

One or two station owners in Alabama have moved so many times from one town to another that they will probably wind up by putting rollers on their equipment. They opened and did well in a certain town for a little while, then business began sliding and they decided to skip to another. After permission was obtained from the federal commission, they moved on, hoping to find a town which would support a station.

## Then Came the Dawn

This man's predicament brings to the fore what still another man did. He opened a station in a small town in Arkansas and held a big opening night. Station was on the air 24 hours the first day. Almost every merchant in town bought some time and there were celebrities from three states present at the shindig.

Then business dried into a sand pit like an ostrich's head and never came up. From then on he had nothing in his eyes but smoke. Business was awful. Merchants refused to spend money with the station and finally the operator left town.

Then hopping on into Alabama this radio man promoted another station, hoping to find a better field. The same opening stunt was pulled with gobs of celebrities and plenty of time sold. But business again was stagnant after opening day.

There's a newspaper-radio war on in the small towns just the same as in the big cities. It's not over news broadcasting, because in the small towns there's very little news of importance and everybody knows it a few hours after it happens, anyway. Instead, the papers and stations fight over the few dollars the merchants have to spend for advertising.

At this time a certain party is interested in opening a station not so very far from a city. The party a few days ago interviewed the

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## Unless Canadian Musicians Strike Is Settled A. F. of M. to Order Boycott Of Dominion Stations by NBC-CBS

## 'Never Do-o That'

Baltimore, July 9. Municipal playground instructors are emulating tactics of schoolmarms to keep the kids from running wild with ether-learned parlance. An epidemic of 'You nasty man' and imitations of the Joe Penner cackling laugh precipitated this.

Teachers punish the kids by making offenders write out the Penner expression 100 times. If the offending noise is the prop laugh, the kids must copy 100 times the line:

'I shall aspire to be something better in life than a radio actor.'

## LABOR CLAUSES DELAY RADIO CODE

Washington, July 9.

Promulgation of revised labor clauses of radio broadcasting code probably will be held up several weeks, it was indicated in government and trade circles today.

Facing a voluminous record, which required considerable analysis and study, Deputy Administrator William F. Farnsworth Saturday (9) still was unable to set a date for conferences with various discordant groups, and indicated compromise negotiations will be held up for some time. Absence of several industry leaders will handicap Farnsworth in getting negotiators together.

## MOTHER NEGLECTS HER FOR RADIO, SAYS GIRL

Milwaukee, June 9.

Her radio programs and other things are causing Mrs. Gladys Schmidt to neglect her daughter, it was charged in circuit here when Juana Schmidt, 17, asked the court to remove her mother as guardian.

According to the girl's testimony, Mrs. Schmidt practices her radio songs or goes out with one Fred Rau, also a singer, and leaves the girl to her own devices. Mrs. Schmidt was divorced from her husband two years ago. At the time Schmidt claimed his wife was 'friendly with Rau,' with whom she made radio and stage appearances.

The court after hearing the girl's petition to be placed under the guardianship of the father took the matter under advisement.

## Weems Band, Murray, Pontiac Possibility

Chicago, July 9.

Pontiac auto is auditioning for its new fall show.

Best bet at present is a show consisting of the Ted Weems orchestra and Ken Murray, as chief comic and m.c. If and when set, show will originate in Chicago.

## WE TESTS LANGFORD

Frances Langford was tested last Thursday (5) for pictures by Warner Bros.

Deal with the studio calls for a term contract if test is okayed on Coast.

From the American Federation of Musicians' home office in New York yesterday (Monday) it was learned that President Joseph Weber was slated to meet in Ottawa today (Tuesday) with Hector Charlesworth. If at this get-together the strike against the Canadian Radio Commission is not settled, an ultimatum will be issued to NBC and CBS to cease including Canadian stations in hook-ups originating from this side. Meeting in Ottawa on the invitation of Chairman Charlesworth of the Canadian Commission.

Ever since the Toronto local called the strike all outlets under the control of Charlesworth have been on the American Federation of Musicians' national and international 'unfair list.' Weber has on several occasions discussed with NBC and Columbia the advisability of cutting the CRC stations off the American web's service, but it was decided to defer such action until all chances of the union's getting together with the CRC looked hopeless.

## Ignitions

Toronto, July 9.

Resignation of seven prominent members of the Toronto Musicians Protective Association marked the first development in the three weeks' strike between the Canadian Radio Commission and members of the American Federation of Musicians. Over 5,000 musicians throughout Canada are boycotting the commission in support of the Montreal local, whose claims for a 30% wage increase and recognition of the AFL is refused by CRC.

Since the musicians strike was called, commission programs have consisted of non-union musicians and artists, electrical recordings and the NBC exchange programs. For three weeks union members have been forbidden to play on any commission station or station feeding a commission spot.

This has affected orchestras and soloists in theatres, hotels, restaurants and night spots, as well as military band and symphony concerts.

Among resignations from the union are Leslie Huston, pianist and niece of Walter Huston; Geoffrey Waddington, former CRC orchestra leader; Percy Faith, former arranger on CRC programs; Frank Legge, organist; Archie Cunningham, pianist; Marjorie Daines and Ted Andrews. All announced their preference to stay on the commission payroll.

Meanwhile a formal protest of the commission's action has been forwarded to the Prime Minister by the district council of the AFL here. Thomas Maher, vice-chairman of the commission, has also asked that he be relieved of his duties on Aug. 15.

Walter Murdoch, president of the Toronto Musicians' Protective Association, who is directing the trans-Canada strike, intimated that a major development on the part of the union is forthcoming within a few days. From another source, it is learned that this new attack will be taken on the part of the AFL with NBC and the latter's broadcasting over commission stations during the strike.

## "Variety"

## FOR SUMMER

Place a subscription for 'Variety' over the summer - (3 months) \$1.50

Mail remittance with name and summer address.



# THROUGH THE LOOKING GLASS

With Frances Ingram and Sam Lannin's Orchestra  
Dices  
15 Mi  
COMMERCIAL  
WGY, Schenectady.

A series of waxers, featuring music by Sam Lannin's dance band, placed on the turntables of WGY last night under the name of "Miss Ingram's Milkwood Face Cream." Here, a record is run off every Wednesday at 7 p. m. About a year ago a group of waxers, with "Miss Ingram" as the name, had been pressed, were needed as morning shots over WGY.

Present set tops the previous one in listening pull, for they carry entertainment as well as beauty advice. Lannin, director of the disc, is "Troubadour" (an association mentioned on the platters), feeds dialers a meal of smooth, easy-on-the-ear music. His is the kind of orchestra, the style of play, is directed toward the "dreamy"—and the type of arrangements which blend well with the general atmosphere of program and with product advertising thereon.

Miss Ingram—or actress playing the role—and Marion cue the orchestral numbers. A Hollywood background is given to the disc by Miss Ingram's references to the movie colony, with requests for numbers which this or that star "asked me to have you play, Mr. Lannin." "Pearl's" name, "Women's parts are well handled; the voices and manners of the pair contrasting the characters they portray. Miss Ingram is pictured as the well-bred, suave type who might be expected to know what's what in maintaining and achieving the beauty which comes from the skin, while Marion is un-dignified as the slightly slangy, impulsive, beauty-conscious mentally alert, office-secretary type.

Both women work on the advertising, Marion's spiel sometimes being the more strongly phrased. Announcer also plugs briefly. Prices are mentioned, and on recent disc the word, "Milkwood" is attached to Lannin's unit. Records carry a free offer, obtained by writing to Miss Ingram's studio in New York and mentioning station over which broadcast has been caught. Jean.

# BILL BROWN

Sports Instruction  
15  
Sustaining  
WNCA, New York

What WNCA is trying to do with Bill Brown, a professional sports instructor, is nothing novel to radio. Both NBC and Columbia, along with scores of individual stations throughout the country have at some time or other taken up with it. They have found that teaching the technique of a game over the air is at best a dubious undertaking and even with the top authorities making the talk it's a tough proposition to keep an interested over a succession of programs.

Brown believes that he can maintain the interest by distributing golf maps with footprints showing the stances to be taken for certain shots. The giveaway measures 4 1/2 by 3 1/2 feet, and is the listener's for 3c. Through use of this map, and the application of consistent attention to his loudspeaker teachings, Brown guarantees that the pupil will be right to 10 strokes from his game on even a subject as tricky as technique of the golf swing routine, with a staff announcer posing as a dub at the game and serving both as question feed and inspiration for the flow of burry Scotch that adds flavor to the scholastic occasion.

# FUN PARADE

WTIC, Hartford's \$6,000-a-weeker, is attempting to do things in a big way. It's the "Fun Parade," with a cast of more than 135 men and women taking part. These characters, whether they are taken up by the station and have done good things in the past, but something is lacking with the present broadcast, which starts at 10 o'clock at night and runs for one hour.

It's a typical attempt at a George Jessel, Eddie Cantor, Baron Munchausen, Ed Wynn broadsword music, comedy and satire rolled into one. The humor, dished out by Harry Tighe, is dry, with the comedy built for local consumption only—and it heard 25 miles away would fall flat.

In as much as WTIC reaches out across the continent the show will not click outside of Hartford's city limits. The best of work is done by Norman Cloutier and his Merry Madcaps, 65-piece band, followed by Ozzie Shuman, Dutch comedian. The balance of the show is taken up with Harriet Lee as the songbird, Tighe as master of ceremonies, with Milt Francis, Paul Lucas and others taking minor roles as foils for the comedians. Hammer.

# BEATRICE LILLIE

Comedienne  
COMMERCIAL  
WEAF, New York  
15  
WGY, Schenectady.

Completely poised before the microphone, the Canadian comedienne projected a great deal over the keynotes, although ordinarily a good measure of her comedy skill was lost through mugging and gestures. Frenzied mirth of the studio audience indicated that she was cutting plenty of visible capers, for the radio still gets much more than the fans are accustomed to.

Only possible objection to Miss Lillie as a commercial radio possibility over here would be a lack of her sophistication. But the Lillie comedy is remarkably universal in theme and broad in treatment, with the sophistication mostly a matter of the lady's flawless aptitude. Land.

# IVANHOE

Radio Players Guild  
One Hour  
Sustaining  
KTL, Los Angeles

What is a swell idea behind this experiment, but the results hardly justify the effort. Recognizing the low level to which radio comedy has sunk, the Guilders set out to do a bit of uplifting. They hit upon the Scott classic for an opener, which was not a happy choice. Strictly okay for knob turns in the bungalows. Dramatics were smeared on too thick by the feather-lunged air force, who gave a neat imitation of Joe Humphries calling for silence. Sound effects and mob melange didn't soothe the delirium any.

However, the Guild is sitting back and waiting for the air. After whipping the place into shape they told the uplift idea to the CBS-Don Lee execs and landed for a half hour on the Saturday 4 to 5 spot. Now that's something right there, for one hour dramatic shows are a rare avia along these sun-kissed slopes.

Cast was drawn from membership but no credits given, for the reason that many of the 25 players earn their oats on rival keynotes and figure the bosses might look askance at such camaraderie.

Meanwhile the Guild is sitting back and waiting for the reaction of dialers. Should the mailman show a hump in his back they'll play a return with another old timer, one high in the morals league.

CLIFF EDWARDS  
Sports  
COMMERCIAL  
WEAF, New York  
15  
WGY, Schenectady.

Cliff Edwards ("Ukelele Ike") has made several turns at radio. He never has been particularly successful, but the verdict on his latest effort. But it goes deeper than a mere failure to command attention in this instance. It was a matter of choice of material and the judgment used.

Admitting that the Fleischmann varieties outstrip practically all contemporary air shows in the matter of sophistication, sippancy, and broad-mindedness, it is still uncertain showmanship to use a ditty based entirely on suggestive material. Since Edwards sang about King Henry VIII.

Not entirely a question of amut or near-smut. Fundamentally it wasn't funny. Icemen as a subject for comic humor long ago became pretty stale. Edwards recital of the wives of the Tudor monarch was dirty-dull. And nothing on stage or air is duller than dirt-dull. Land.

LIBERTY BAND  
15  
COMMERCIAL  
WAZL, Hazelton.

Strength, vitality and vigor of band music in this half hour commercial featuring one of oldest musical organizations in Hazelton section. Band is 75 years old and was founded in 1859.

Broadcasts are handled directly from band hall and announcements are all very short, none over 15 seconds. The popularity and proven good adv. medium due to quality of programs.

Jimmie Pelsier, staff announcer, handles this and all other Spaulding Bakeries programs.

# Filing Reviews

Numerous radio advertising agencies find it useful to clip and file Vaux's radio reports. This creates a source of reference where talent is under discussion at later dates.

Common system is to paste the review on a regular index card, folding it over on reverse side, where the review runs to length.

# THE FAMILY CIRCLE

With Charlie Kaley, Alice Prindle, Ed Tolan, Jean Raymond, Eddie Egan, Eganne Dunn, Nip and Tuck, The Pioneers and John Henry.  
30 Mins.  
COMMERCIAL  
KFWB, Los Angeles.

This one is aimed at the kitchen and doesn't miss its mark. Warner has thrown this one at the feet of the station behind the Safeway Stores account, and well they should, for it was landed after much battling and almost to the point of blood letting. The end of the station behind the Safeway Stores account, and well they should, for it was landed after much battling and almost to the point of blood letting. The end of the station behind the Safeway Stores account, and well they should, for it was landed after much battling and almost to the point of blood letting.

A showmanly touch is evident throughout. Most of the staff checks in for a bit and the pacing is fast. It differs from the average revue in that it is clean, harmonious and neighborly. That last item covers the purpose of the airing, for the title concerns the meeting of the family circle and the motif is never allowed to lapse. Burbs are held to a minimum and never interfere with the smooth running of the show.

A happy choice for emcee is John Henry, whose congenial style is certain to win him a following. There's a quiet mellowness about him that conjures up just what he's trying to put across, a friendly game.

Jeanne Dunn, Charlie Kaley, Alice Prindle, Jimmy Tolan, Louise Raymond and the Pioneers, hold the musical end in keeping with the theme. Egan and Tuck double on the piano, and Eddie Egan provides a soothing organ accompaniment. In toto, the most intimate vaudeville show on the Coast is a thing to watch right along if the quality of its July airing is maintained. Helms.

# GROSS AND DUNN

Comedy Singers  
COMMERCIAL  
WEAF, New York  
15  
WGY, Schenectady.

Allen Gross and Henry Dunn have been crossed in vaudeville for some time and have made occasional radio appearances. Before that they were known as Healy and Gross and Romm and Dunn, both variety turns. This was a repeat on the Rudy Vallee hour.

Gross and Dunn have a lot for radio. To start with, their voices have sweetness of a rare melodic content for men. They are strictly big league in harmonies. On that score, founded on their experience and stage-trained knowledge of values has reared a style of performance which is half singing, half talking and very distinctive.

Turn of phrase is put on anybody's possibilities list. Rendition of the ditty, "I've Been Married to the Same Guy for 50 Years" impressed as ideal material for the pair on the air. Sentimentalized morality, or what might be described as urbanized hill-billy seems a sure bet. Gross and Dunn put this pair across in a big way. Land.

# BUNGALOW BALLROOM

Archie Loveland's Orchestra  
Half Hour  
Sustaining  
KEX, Portland, Ore.

Radio stations of the Oregonian, KEX and KEX, are now bringing to the listening public the roar of the surf on the Oregon coast.

Sunday night, July 1, both stations broadcast the first of eight one hour programs from Seaside, featuring the music of Archie Loveland's orchestra, and starring the "Bungalow Ball Room."

For half of each hour's broadcast the orchestra goes on the air from the Bungalow ball room near the beach, over KEX. The other half is the noise of the surf picked up by another microphone stationed out where the breakers roll. On the next half hour the orchestra is heard over KEX.

Seaside broadcasts are sustaining on both stations, but the costs are paid by merchants of that resort and its chamber of commerce in the interest of publicity.

# McINTYRE AND HEATH

Blackface Comedies  
COMMERCIAL  
WEAF, New York  
15  
WGY, Schenectady.

Jim McIntyre and Tom Heath, 37 years a team in show business, found a new introduction to the new entertainment medium through Rudy Vallee's Fleischmann hour.

On sentimental tug alone the old timers would have been welcomed. Yet, despite an occasional "dated" pun and a style of working not typical of the modern comedies, the veterans did surprisingly well. They remained, after 37 years, still capable of getting laughs.

McIntyre and Heath would be a good bet for some product that seeks a time-hallowed association of ideas or to appeal to the more mature strata of the public. Just as grandmotherly Ernestine Schumann-Heink was inspired looking for a baby food, it might very well develop that McIntyre and Heath would answer a unique program problem handsily.

Diction is excellent and plenty of light takes are in for characterization. Needless to say the boys majored in comedy two generations ago and know their stuff. They have not forgotten how. Nor have they forgotten to sing. Which, however, is no liability for radio.

Land.

# PURE OIL SPORTS PARADE

'Old Sports' Writer, Parry Bechtel and Orchestra, Sing Redheads.  
30 Minutes.  
WSB, Atlanta.

Fast, speedy variety show, the Pure Oil Sports Parade is one of WSB's top bracket commercial radio sports comment, orchestral music and harmony and song singing are combined.

The 'Old Sports Writer' is the heart of the show, and brings to his audience reminiscences of the past together with interviews of sports celebrities as they pass through the city or return to the city from triumph elsewhere. 'Sports Writer' continually written by Guy Butler of the Atlanta Journal Sports staff, and delivered by A. E. Foster, professional, with a pleasantly aged voice.

Perry Bechtel and his orchestra, odds on favorite musical outfit in Atlanta, play a perfectly arranged set of pop tunes with Bechtel, banjo and guitar wizard, frequently letting go for hot choruses. Bechtel outfit, for this program, emphasizes speed with a rhythm thrown in now and then for variety.

The Singing Redheads—Dorothy O'Day and Mel Wilkerson—sing harmony and solo into the microphone on their own with o'rk in background. The Redheads, formerly NBC network, are a click.

The entire program has network flavor. Nothing talk is spotted at beginning and end with a character known as the Old Commentator breaking in for a delivery of a few odd facts and a product about the half-way mark.

Wofford Oil Company is sponsor, represented by Freitag Advertising Agency.

# HYDROX REVUE

Sylvia Clark, Donald McGibney, Gary Temple, Jean Raymond, and orchestra directed by Joseph Gallicchio  
30 Mins.  
COMMERCIAL  
WMAQ, Chicago

Once-weekly shot on the ace NBC station in Chicago comes the Hydrox show for the ice-cream product, serving each evening a full of good things to hear. Particularly it brings to the ether an old vaude trouper and favorite, Sylvia Clark, and it's a pleasure to listen to a sure-handed workman handling difficult lines. As long as radio can bring such solid performers to the microphone it need not worry about entertainment.

Miss Clark, continuing her monologue style, and she is selling every word of it for laughs or tears, whichever she wants. Her two big anchors, Jean Raymond, the old lady in the barber shop for her first job, the other a beauty contest winner who takes the flops in Hollywood. Material is nicely written. The Clark showman-ship sells it.

Gary Temple and the orchestra carry the musical burden of the show. Temple is a tenor with an easy, smooth style. He sings simply and to the point without endeavoring for fancy effects. It's a pleasant relief. Temple and the orchestra instruments through pop and semi-classical numbers.

For the earnest side of the revue there's McGibney, the newspaper commentator, who is giving the NBC script-approvers plenty of headaches and heartaches over his material. He has been discussing German situations, strikes and the steel situation in England, but Gibney handled them cleanly and without any hedging.

Throughout it's a well-kept, well produced show that's bound to satisfy its audience. Gold.

# FRIEND OF THE FAMILY

Frank Luther  
Songs, Patter  
15 Mins.  
COMMERCIAL  
WABC, New York

Versatility follows, this Frank Luther. And there's no limit to his versatility. One program finds him yodeling a lillibly lament with a throw of the hat, and the next is a croon of urbane to tears; another has him, under the pseudonym of 'Your Lover,' pouring out a passionate roundelay to the female listener with this story as projects him as the sunniest of the sunshine boys, a philosopher-warrior of the Smilin' Ed McConnell school.

Luther is doing his 'roll-your-tears-away-and-smile' routine on WABC for the Venita products. Before Luther's advent the account had tried dance combs and comedians on both NBC and Columbia.

Luther has fashioned his sunshine act as closely as possible to pioneer of them all, McConnell, even after the latter's down-south drawl. Lillie McConnell he bids 'em at the opening of the program to 'just kick back comfortably and listen while I sing a few of your favorite songs.' Between bits of patter about 'looking at the sunny side of life' Luther dusts off the album and sings a few of your favorite songs. 'Won't You Tie Me to Your Apron Strings,' 'In the Good Old Summer Time' (with the night (6) sticks and hot, this was laying it on a bit too much), and 'Put Your Cakes Away.' Being the versatile baritone that he is, Luther does a good McConnell by these oldtime tunes.

Luther interlards his act with lots of sales talk and he has also an announcer to help him out on this score. With Luther the assignment calls for singing the album's complete set of shampoo, while the announcer not only covers this same ground by making mention of Venita's hairnets, hairpins, face powder and whatnot.

(6) was Luther's debut on this series and the account set right out to find out whether they were listening. The test was a giveaway of a new album, the first artist. It was offered the listener merely for the writing. Ode.

WCKY Cincinnati.

Sid Ten Eyck, who broke in at WCKY as announcer several years ago, is back in that role and doubling as comic. He cut a new later capacity at WLW, using Doodlesockers to dub programs he worked on as nonsensical m. c. His poses are asberberies, scored by euphemisms and cowboys and the station. Program caught was announced as 'Spasm No. 2' of a series of weeklies.

Ten Eyck's gab, sung for months from Crosby's ace, built up a fair following in these parts. Later he used it for a brief stretch with NBC in New York. While different from anything else in radio, his line of chatter has failed thus far to develop widespread popularity earned by a distinctive idea. An important change necessary may be that the ribbing be given sugar coating, with the satire working from above. Digs at physical aspects of fellow artists, though intended in good fun by Ten Eyck, are not very appreciated by all listeners. Otherwise his descriptions of personalities and capabilities of people he introduces, and his absurd comparisons in drawing word pictures, are generally amusing.

Working with him at this airing were the Tom Boys, femme trio good on close harmony; Murdock and his band, who sang a song so in talking character songs which he has used aptly at local stations; Wanda Edwards, toady totsy with blues; Tom and Don, line guitar duo, and Lowell Baxter and Lola Buree, slick piano combo. Kolling.

Los Angeles, July 9.

Franco-American Baking Co. is taking its Sunday night Hi-Jinks vaude show, a high spot on KFVB for several years, to KJH and the Coast Don Lee chain, starting July 29.

Weekly show will be broadcast from the Figueroa Playhouse in order to continue airing before free audiences which formerly followed this broadcast on stages of the Warner Sunset Boulevard studio.

Johnnie Murray, who has been putting on the show at KFVB, will continue to handle the broadcast from its new spot and will take some of the talent with him.

Paul Holman Faust has been appointed head of the radio department of the Mitchell-Paul Advertising Co., Chicago. Faust, who is a v. p. of the agency, was with the National Collegiate Players before turning to the advertising business.

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# STATION SHOWMANSHIP LAGS

## Aylesworth Sees Amplified Educational Use of Radio as Gov't Threat Counter

Washington, July 9. Confronting threat of loss of facilities and statutory allocation of frequencies and time for educational purposes, Merlin H. Aylesworth, president of National Broadcasting Company, last week predicted American broadcasters will improve their educational work while admitting that full potentialities have not yet been utilized.

Without referring to Congressional mandate to new Communications Commission to study educational uses of radio, NBC head declared 'education gets a 50-50 break over our networks,' and contended that 'American programs are unsurpassed in all the world for American purposes.'

'We have over 20% education on our networks, that is, programs that definitely have educational purpose,' Aylesworth explained. 'We have 30% more of programs that have educational value. That makes 50%. That leaves 50% for entertainment. Education gets a 50 break therefore over our networks.'

Pointing to various examples of educational value of radio, broadcasting executive warned against attempting to move too swiftly to utilize all the possibilities and observed, 'We have got to experiment. In order to learn to swim, we must swim. So in order to learn to broadcast, we must broadcast.'

### Must Train Radio

'I have long believed that we have not been utilizing the force of education by radio to its greatest advantage,' Aylesworth said. 'There is something to be said for the newness of the medium. For over 200 years there has been going on the development of the technique of teaching in the classroom. Compared to this, our experience with radio has spanned only a few short years. It takes time to even train an individual to use this new medium; how much longer it must take to train whole groups of teachers to make effective use of it. As broadcasters, we invite you to join with us in bringing about the most fruitful use of this new medium. As teachers, you are asked to share this responsibility with us.'

Pointed out public service performed by pressing economic, political, religious, and other programs with practical educational value and said that 'radio's greatest function is to act as a preventative of those enemies set out for man's destruction.'

### All Subjects Covered

'We have put every kind of subject on the air,' interest listeners, NBC exec remarked. 'Politics, government, economics, psychology, philosophy, literature, music, vocational training, law, home economics, and many others. Efforts have been made to publicize these programs—extensive lists of organizations have co-operated by bringing them to the attention of their membership. Printed bulletins, bibliographies, and reprints of lectures have been made available.'

'Thousands have written us their appreciation of these efforts. We consciously tried to do a good educational job with the child and the grown-up—with your help we will do a better job.'

'Thousands of school systems receive our daily program, while more than 50,000 schools represent over 6,000,000 children, listen each week to Walter Damrosch and the NBC music appreciation hour.'

'Individual school systems have sought and are using the local facilities of our associated stations in many states and cities. We know the limitations of the radio lesson. We know, however, that it supplements and vitalizes any subject which a teacher is struggling to make interesting to a group of young people. It can supply the intellectual urge to make us go on and study for ourselves, which I suppose is the highest accomplishment of any teacher.'

'We have yet only touched upon

## Tells Why He's Lousy, Decries Lack of Breakins

Dear Odec:

I am sincerely glad you caught my show. I really was lousy that night. I did three shows that week and rehearsed for a fourth, and as I have to write my own material, my humor was stretched to a pretty fine thinness by the time you caught me, which was not on Monday or Wednesday, when I might have been above lousy, but on Friday. Also, I had become so pooped from the first two shows I took a rest on Thursday, and wrote the show you heard in just the few hours I had that Friday, or in half the time I had been used to giving the others. They say it takes Harry Conn all week to write the fifteen minutes of comedy for Jack Benny, and I had to write material to fill up twice that much time that week. I saw I couldn't keep it up, and the schedule now calls for only two shows a week.

I don't like carbon copies any more than you, Odec. Rogers influenced me a lot up until a year ago, when I got next to myself. I still want to be a humorist of the backwoods pattern, and I am trying hard to be that and still be different to him. Unfortunately, I can't change my Oklahoma background or my talk, but I am trying hard to emphasize the points of real difference between us.

You know, Odec, all the successful comedians on the air today (Wynn, Pearl, Penner, Cantor, Jessel, Jolson, Rogers, etc.) have long stage careers behind them, long years of vaudeville and revue experience. There is no vaudeville training school for us younger beginners at comedy (I'm 24) — they won't take us into vaudeville till we build up an air name now—so we have to come along just as I have, get an air job, flop; get another job, maybe just a sustaining, get razed, keep trying, get another break, do a little better, get another break and then finally maybe hit.

I am going to try hard to improve the show if they keep me on. I wish you would catch it again some time before Sept. 1, and let me know what you think.

Odec is the Varsity reviewer who taught this performer. Latter's name is purposely not given.

## WKBB Uncramped

Dubuque, Ia., July 9. WKBB, East Dubuque, Ill., has been granted unlimited time scheduled broadcast facilities by the Federal radio commission.

Announcement made by Reginald Martin, station manager.

## WMT Doubles Wattage

Waterloo, Ia., July 9. Harry T. Shaw, manager of WMT, has received federal radio commission okay to raise night power from 300 to 1,000 watts.

Use of new power grant starts as soon as new equipment can be installed.

The significance of this means of mass communication as a boon to mankind. In American we are making it a means of public enlightenment. We are proud to join forces with this association to make that purpose more certain and secure.

## LITTLE TO OFFER ADVERTISERS

Discern Trend of Interest in Locally Established Programs for Sponsorship, but Trade Fears Local Showmanship Not Ready for What May Be Its Big Opportunity in Midwest

### LIKE SPORTS

Chicago, July 9.

While practically no time is being signified at the moment the stations throughout the middle west report encouragingly increased inquiries from agencies and advertisers. Hopes are bullish.

Out of the avalanche of inquiries two trends seem noticeable. First is the increase in the number of advertisers interested in fall and winter sports events. A large percentage of the inquiries for time available on stations concerns the possibility of broadcasting play-by-play accounts of local football games. Particularly in the larger cities which get the important college football festivals. In Chicago and the top towns there are even requests for information regarding the professional football games. This follows the doubt on the part of some advertisers whether the colleges will permit the commercial tie-in on broadcasting.

New football interest is due to the relative success of the commercial baseball broadcasts during the present summer. Small advertisers are following the lead of such large users of baseball broadcasts as the Wheaties company which has baseball accounts on some seven mid-west stations.

### Established Shows

Other than football the trend in inquiries seems to show that the advertisers are fed up with taking chances on unknown programs, or even on building their own programs on a gamble that it will click. Many advertisers are asking stations about programs already established.

Alarming to agencies, advertisers and to the representatives themselves is the fact that few regional stations have any real shows to offer sponsors. It seems that the stations have refused to spend much time, money or effort to build unique shows locally. Transmitter heads all too commonly have been extremely lax and lacking in showmanship.

A station which has even two programs of local drawing power is most unusual. Ordinary run of stations have almost of their own nothing to boast about. They have left it up to the advertiser entirely. In most cases they show that mean anything on the stations are network shows; the station itself has been content to sit back and worry about wattage without realizing that the show's the thing.

## WADC's Power Boost

Akron, July 9. Station WADC, Akron, has been granted permission by the Federal Radio Commission to increase its day-time power from 1,000 to 2,500 watts.

In addition to the new power, to be generated by a 5,000 watt transmitter to be installed soon, WADC also will have a vertical radiator at its Tallmadge plant, according to Allen Simmons, owner.

WADC will continue to operate 1,000 watts after sundown.

Associated Broadcasters Corp. of Kansas City has opened a Chicago office with Loren E. Hays in charge. Associated recently added WSGN, Birmingham, Ala., to the list of stations it represents in the midwest.

## Outgoing Commish as Santa Claus With 50 Increased Power Grants In Last Week of Existence

Washington, July 9. Clearing the slate for new Federal Communications Commission incumbency, the seven-year-old outgoing Federal Radio Commission granted a record number of applications during the final week of its existence and handed out increases of power and time with a lavish hand.

Turning down a handful of applications, FRC upped the operating strength of nearly 50 stations, authorized erection of five new transmitters, set for hearing 20 pleas for greater power and nine for new stations, and disposed of more than a dozen pending examiners' reports at two work-filled sessions.

Sweeping changes in the radio map are anticipated within the next few months as the new commission, armed with broader powers than its predecessor, begins putting into operation novel government policies. A major change will be removal from quota figures of low-power local stations which Congress specified should not be charged against any state. This action will have the effect of opening up new facilities in the sparsely-populated sections of the country and to a limited extent of reducing quotas in numerous states.

### Quota System Out?

The generosity with which last-minute applications were granted was regarded in industry circles as indication that the quota system, never satisfactory to broadcasters and never placed in operation as intended, is on the way out as a yardstick for measuring equality of distribution of facilities. One prominent industry leader characterized the disregard for quota conditions as a strong indication that the outgoing commission feels that the quota system is not entirely satisfactory and believed it forecasted development of a new measuring system by the incoming commission.

The miscellaneous grants undoubtedly raised quota figures generally, but pending complete calculation it was agreed the action probably will not result in power change in disparity between zones or states since most of the power boosts were for small stations and many were restricted to daytime operation.

Set to assume office some time today (Monday), new commission probably will get ready on pending cases for several weeks.

Reappointment of Herbert L. Petty as secretary of the new organization, regardless of political attacks on his activities, and designation of Paul P. D. Spearman, former FRC counsel and now governor of Missouri, as chief engineer.

### The Lucky 500

The power increases granted during final week included:

WSPD, Toledo, daytime, from 1 kw to 2 1/2 kw; WMAZ, Macon, Ga., from 500 to 1 kw; WDAY, Fargo, N. D., daytime, from 1 kw to 2 1/2 kw; WBNX, Springfield, Vt., daytime, from 20 to 500; WSAI, Cincinnati, from 500 night and 1 kw daytime to 1 kw night and 2 1/2 kw daytime with directional antenna.

WRBX, Roanoke, Va., daytime, from 250 to 500; WQBC, Vicksburg, Miss., from 25 day and 500 night to 500 night and 1 kw day; KFKU, Lawrence, Kan., from 500 to 1 kw; WREC, Memphis, Tenn., special authority, from 500 night and 1 kw day to 1 kw night and 2 1/2 kw day; WMT, Waterloo, Ia., special authority, from 500 night and 1 kw day to 1 kw night and 2 1/2 kw day.

WGAL, Lancaster, Pa., daytime, from 100 to 250; KGKL, San Angelo, Tex., daytime, from 100 to 250; WDGW, Minneapolis, daytime, from 1 kw to 2 1/2 kw; KIEV, Glendale, Calif., from 100 to 250; KILZ, Denver, daytime, from 1 kw to 2 1/2 kw; WJBL, Pensacola, Fla., night, from 500 to 1 kw; WRC, Washington, daytime, from 500 to 1 kw; KFVS, Cape Girardeau, Mo., daytime, from 100 to 250; WVRH, Woodside, L. I., N. Y., daytime, from 100 to 250; WICC, Bridgeport, Conn., daytime, from 500 to 1 kw; WKRC, Cincinnati, daytime, from 1 kw to 2 1/2 kw.

WPHR, Petersburg, Va., from 100 night and 250 day to 500 day; WADC, Tallmadge, O., daytime, from 1 kw to 2 1/2 kw; WKIC, Lancaster, Pa., daytime, from 100 to 250; WDAK, Amarillo, Tex., daytime, from 1 kw to 2 1/2 kw; KROW, Oakland, Calif., night, from 500 to 1 kw; WOKR, York, Pa., special authorization, from 500 to 1 kw.

KGKO, Wichita Falls, Tex., special authorization, from 250 to 500; WMMT, Memphis, Tenn., special authorization, from 500 night and 1 kw day to 1 kw night and 2 1/2 kw day; KGKO, Wichita Falls, Tex., day, from 500 to 1 kw; KOIL, Council Bluffs, Ia., daytime, from 1 kw to 2 1/2 kw; KSD, St. Louis, Mo., daytime, from 1 kw to 2 1/2 kw; KMEC, Kansas City, Mo., daytime, from 1 kw to 2 1/2 kw; KWK, St. Louis, Mo., daytime, from 1 kw to 2 1/2 kw; KQW, San Jose, Calif., night, from 500 to 1 kw; WBAA, W. Lafayette, Ind., daytime, from 500 to 1 kw; KSO, Des Moines, from 100 night and 250 day to 250 night and 500 day; KQBX, Springfield, Mo., special temporary authorization, from 100 to 500; WKBP, Indianapolis, daytime, from 500 to 1 kw; KMA, Shenandoah, Ia., night, from 500 to 1 kw; KGBZ, York, Neb., night, from 500 to 1 kw.

WLBW, Erie, Pa., night, from 500 to 1 kw; WZOC, Savannah, Ga., night, from 500 to 1 kw; WOW, Omaha, Neb., day, from 1 kw to 2 1/2 kw; KGBZ, York, Neb., daytime, from 1 kw to 2 1/2 kw; and WHCC, Rochester, N. Y., daytime, from 500 to 1 kw.

The following power boost applications were set for hearing: WKRC, Cincinnati, night, from 500 to 1 kw; KSD, St. Louis, night, from 500 to 1 kw; WCHS, Portland, Me., daytime, from 2 1/2 kw to 5 kw; KECA, Los Angeles, daytime, from 2 1/2 kw to 5 kw; WTMJ, Milwaukee, from 1 kw night and 2 1/2 kw day to 5 kw; KTFI, Twin Falls, Ida., night, from 500 to 1 kw; WAAB, Boston, from 500 to 1 kw; WENK, New York, from 500 to 1 kw; WDAF, Worcester, Mass., from 500 to 1 kw; WBCA, Allentown, Pa., from 250 to 500; WCHAN, Allentown, Pa., from 250 to 500; WCHS, Charleston, W. Va., night, from 500 to 1 kw; WBBM, Chicago, from 25 kw to 50 kw; KFAB, Lincoln, Neb., from 5 kw to 10 kw; KMAC, San Antonio, Tex., from 500 to 1 kw; WDAF, Kansas City, Mo., daytime, from 1 kw to 2 1/2 kw; KTUL, Tulsa, Okla., night, from 250 to 500; KGVO, Missoula, Mont., from 100 to 500; and WISN, Milwaukee, from 500 to 1 kw.

Applications Approved

The following new station applications were approved: WATR, Waterbury, Conn., 100 daytime; KTBK, Modesto, Calif., 250 daytime; Marion K. Gilliam, Staunton, Va., 100 daytime; C. J. Morris, Ada, Okla., 100 daytime; and Pittsburgh Radio Supply House, Greensburg, Pa., daytime, 250.

The following new station applications were designated for hearing: Harold E. Smith, Rensselaer, N. Y., facilities of WGLC; E. B. Crane, Helena, Mont., 1420 kw, 100 w; Montana Broadcasting Co., Helena, Mont., 1420 kw, 100 w; J. Hecker, Salem, Ore., facilities of KWLJ; Kunsky-Trendle Co., Detroit, 640 kw, 10 kw; Metro Broadcasting Co., East Los Angeles, Calif., redesignated for hearing; J. David Stern, New York, facilities of WNYC; Frank Lyman, Jr., Boston, 680 kw, 250 w. Also the Commission set for hearing application of WTJH.

(Continued on page 33)



## New Business

**DES MOINES**  
*Bendol Co.*, 78 one-minute announcements; through Hogan Adv. Co., KSO.  
*Foreman and Clark*, announcement daily, 12 weeks. Direct. KSO.  
*Supreme Baking Co.*, three 15-minute programs per week for 18 weeks. Direct. KSO.  
*Fontenelle Brewing Co.*, Omaha, daily announcements, 12 weeks. Direct. KSO.  
*Riverview Park*, daily announcements, 8 weeks. Direct. KSO.  
*Siegel Furniture Co.*, five announcements per week for one year. Direct. KSO.  
*City Club Beverage Co.*, renewal,

one-hour program weekly, eight weeks. Direct. KSO.  
*Zimmerman Bros.*, 78 announcements; Battenfield & Ball, KSO.

**Rock Island Brew Co.**, daily announcement, eight weeks. Direct. KSO.

*Schmitt & Henry Furniture Co.*, 62 announcements. Direct. KSO.

*Peter Pan Stores*, 10 announcements per week, one year. Direct. KSO.

*Mankato Brewing Co.*, renewal, five announcements per week for 10 weeks. Direct. KSO.

*Montgomery Ward & Co.*, 52 announcements. Direct. KSO.

*Des Moines Tezaco Service Sta-*

*tions*, 15 15-minute programs, Joe and Dan Direct. KSO.  
*Kingsbury Breweries*, 78 one-minute announcements. Lord & Thomas agency. KSO.  
*Flynn Dairy Co.*, renewal, 52 five-minute programs. Battenfield & Ball agency. KSO.

### CHICAGO

*Illinois Bottled Gas Co.*, series of five 15-minute programs on Saturday nights (Wade agency, Chicago). WLS.

*Reliance Manufacturing Co.* (Big Yank shirts), six one-minute announcements. (Carroll Dean Murphy agency, Chicago). WLS.

*Justrite Bird Seed Co.*, Milwaukee, continuation offer for 13 additional 15-minute programs on Sunday afternoons (Gustav Marx agency, Milwaukee). WLS.

*John Morrell Co.* (Red Heart Dog

Food), series of 23 five-minute announcements during Home-Makers program. (Henri Hurst and McDonald agency, Chicago). WLS.  
*Illinois Central Railroad*, three one-minute announcements weekly for four weeks. (Caples Co., Chicago). WLS.

### BALTIMORE

*Crosse & Blackwell*, daily announcement, 26 weeks. Joseph Katz Agency. WBAL.

*Dodge Bros.*, 13 spot announcements. Ruthrauff & Ryan, WBAL.  
*Hedberg & Lelch*, 24 announcements. Emery Adv. Agency, WBAL.  
*Nozema*, 26 announcements. Ruthrauff & Ryan, WBAL.

*Sherwood Bros.*, "Sherwood Snapshots", 13 times. Vassant, Dugdale & Co. WBAL.

*Wrigley company* (Spearmint Toothpaste), daily announcements, inst. WBAL.

*Wilson Steamship Lines*, seven announcements. David Lampe Adv. Co. WBAL.

*Henry Wetlow Co.*, 18 spot announcements. George Moll Adv. Agency. WBAL.

*Southern Hotel* (Roof Garden), six announcements. Frank Webb. WBAL.

*J. R. Hunt & Co.* (Spartan Refrigerators), daily announcement, four weeks. WBAL.

*General Garage Manufacturing Co.*, 26 announcements. WBAL.

*George E. Mahly Baking Co.*, 27 announcements. Lyell Guntz Adv. Agency. WBAL.

*Royal Tire Service*, six announcements. WBAL.

### ST. LOUIS

*Brown-Williamson company*, Louisville, Ky., time signals daily, July 2 to July 31. (Batten, Barton, D. & O., New York). KMOX.

*Kaladom company*, Detroit, for Marmola, one-minute daily announcements five times weekly, July 2 to July 27. (Kasler, Chicago). KMOX.

*Willard Tablet company*, two-minute announcements three times weekly. (First United Broadcasters, Chicago). KMOX.

### LOS ANGELES

*Knox Co.* (Cystex), transcription of newspaper adventures, 15 minutes, Sundays. Through Dillon and Kirk. KHJ.

*Lon Beach Shopping News*, four announcements. Placed direct. KHJ.

*Congoin Tea*, four 15-minute programs weekly. Through Lockwood-Shackelford. KHJ.

*Kroehler Mfg. Co.*, 15-minute programs Wednesdays. Through R. H. Alber Co. KHJ.

*Winston Mills* (Chevrolet), 15-minute program Fridays. Through R. H. Ambler Co. KHJ.

*Citrus Soap Co.*, 15-minute transcriptions 15 times weekly. Through Norman Tolle & Associates. KHJ.

*Rocket Gasoline*, 15-minute programs twice weekly. Through Beaumont & Holman. KHJ.

*General Mfg.*, 15-minute programs twice weekly. Through Western Adv. KHJ.

*Bushman & Wormer*, "Merrymakers", half hour programs, Sundays. Through W. Vincent Leahy. KHJ and 12 Don Lee stations.

*Bank of America*, half hour programs Wednesdays. Through Charles R. Stuart. KHJ and 8 Don Lee stations.

*Calif. Reconstruction League*, 15-minute talk, Thursdays. Through John W. Hunt. KHJ.

*Maz Factor*, 15-minute program twice weekly. Through Smith & Drum. KHJ.

*Rio Grande Oil Co.*, 30-minute program Wednesdays. Through Hixson & O'Donnell. KHJ.

*Calif. Yeast Products*, 15-minute program Wednesdays. Through Dan Miner. KHJ.

*George Belsey Co.*, 15-minute programs twice weekly. Through Dan Miner. KHJ.

*Radio Water Co.*, 15-minute transcriptions spotted. Through Tom Wallace. KHJ.

*Nujova Water Co.*, 15-minute program Wednesdays. Through Lockwood & Shackelford. KHJ.

*Lesquendies, Inc.*, 15-minute program Mondays. Through Glasser agency. KHJ.

*W. Weinstein*, five-minute announcements twice weekly. Through Dan Miner. KHJ.

*Associated Ice Industries*, 15-minute programs Fridays. Through McCarthy Co. KHJ.

*Class A Furniture Stores*, 15-minute transcription Fridays. Through Quateman & Associates. KHJ.

### ATLANTA

*Oxydol*, five times weekly, 15 minutes. NBC-WBS.

*Dr. John Kahn*, optometrist, 30 25-word spots. WSB.

*Pickert Plumbing Supply Co.*, 62 25-word spots. WSB.

*Dodge*, 26 one-minute spots. WSB.

*Lane Drug Stores, Inc.*, series of one-minute spots. WSB.

*Crazy Water Crystals*, 30-minute transcription, once-a-week. WSB.

### LINCOLN

*Falstaff Brewing Co.*, announcements, one month. KFAB.

*C. B. & O. R. R.*, 10 days, announcements on World's Fair trips. KFAB.

*Kelllogg Sales*, three months announcements. KFAB.

*Good Ice Co.*, daily participation in

## NBC LINE FEE FROM L.A. CUT

To originate its program from Hollywood or Los Angeles an NBC client is now charged only \$200 extra. This reversal of policy is more than three-fourths less than what it used to be. Line fee for a program routed over the web from San Francisco has been dropped to \$175. All changes in rate went into effect last week.

For every additional reversal of the coast to coast hookup during a program, there is added a gross charge of \$50 to the original pickup price.

the 'Time' and 'Tunes' mornings. KFAB.

*Krug Park Walkshow*, one week, two 15-minute periods daily. KFAB.

*Clarke's Clipping*, participation in 'Times' and 'Tunes' one month, KFAB; announcements daily, one year. KFOR.

*Watchtower*, hour program Sunday (22). KFAB.

*Eugene D. O'Sullivan*, political speech, half hour. KFAB.

*Watchtower*, half hour program weekly, one year. KFAB.

*Mary Jane Garment Co.*, one year of announcements. KFOR.

*Lincoln Glass & Paint*, announcements, three months. KFOR.

*Smith Book Co.*, day and night spot announcement daily for month. KFOR.

*Nebraska Furniture Co.*, announcements, one month. KFOR.

### NASHVILLE

*Plough, Inc.*, half-minute announcement, beginning July 7. Lake-Spiro-Cohn, Memphis. WSM.

*Norwich Pharmaceutical Co.*, 26 one-minute announcements beginning October 24. L. C. Gumbinner agency, New York. WSM.

### NEWARK

*Ironized Yeast Co.*, 62 broadcasts, five minutes, Mondays, Wednesdays, Fridays, 'Real Life Dramas' recorded. Through Ruthrauff & Ryan. WOR.

*Borden's Ice Cream Co.*, renewal for 13 weeks, half hour Fridays, Uncle Don. WOR.

*Gold Redeeming Corp. of America*, 13 weeks, recordings. Through David Malkiel Agency, Boston. WOR.

### PORTLAND, ORE.

*Best Foods, Inc.*, 16 one-minute announcements. Placed by Benton and Bowles, Inc. KGW.

*Seaside Island Amusement Co.*, 15 daytime announcements and 20 night time announcements. Placed by Wm. Norvell Agency. KGW.

*Chrysler Corp.*, Dodge division, four night and two day time announcements. Placed by Ruthrauff and Ryan Agency. KGW.

*Kelly's Restaurant*, 13 announcements. KGW and daily half hour broadcast, one month KEX. Placed by Sam Wilderman Agency.

*Lipman Wolfe & Company*, 35 announcements. Through station. KGW.

*G. A. Paine & Co.*, 10 five-minute weekly programs of music and investment information. Placed by MacWilkins & Company Agency. KGW.

*City of Mollako, Ore.*, seven announcements. KEX.

*Portland Junior Store*, 13 announcements on baseball broadcast. Through station. KEX.

*McMillan's Resort*, 15 announcements during one month. Through station. KEX.

### BOSTON

*Procter & Gamble* (Ivory Shaving Cream), 26 15-minute programs starting July 24. Through Blackman company, New York. WBEL, WTAC, WTIC, WJAR.

*Komphene Company*, 15 15-minute programs. Through Harry M. Frost, Boston. WYAC, WEAN, WMAA.

*Community Dentists*, 15 15-minute programs through Salinger & Publicover, Boston. WAB.

*Boston American*, 10 15-minute programs. WAAB.

*Gold Redeeming Corp.*, 83 daily racing results. Through David Malkiel, Boston. WNAC.

*Zarex*, 364 announcements. Through Chambers & Wilsell, Boston. WNAC.

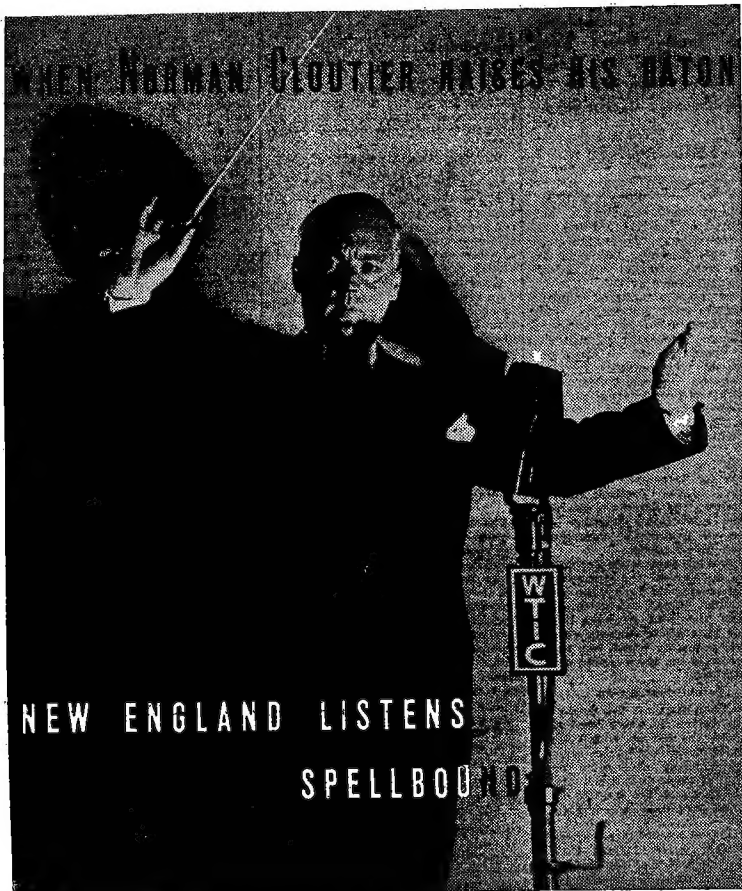
*Gold Redeeming Corp.*, 78 announcements. Through David Malkiel, Boston. WAAB.

*Big Bear Market*, 126 announcements. Through Greenleaf Agency, Boston. WAAB.

*Paragon Park Amusement Co.*, 144 announcements. Through Bresnick & Solomon. WNAC.

*Cleocool Company*, 26 30-minute programs, starting Sept. 16, through Harry M. Frost Co., Boston. WEEL.

*Brown & Williams Tobacco Co.* (Raleigh cigarettes), 26 announcements in 'After Dinner Revue' starting July 2, through Batten, Barton, Dursting & Osborne, New York. WEEL.



Norman Cloutier and his Merry Madcaps! To the 1,500,000 New Englanders living in the WTIC Communities it is one of the high spots in radio entertainment. (Incidentally Norman Cloutier's fame is in no sense confined to New England; four times a week his tuneless dance music is broadcast over an NBC-WEAF Network).

The skill of Norman Cloutier in capturing and holding an audience typifies the completeness of WTIC's facilities in creating programs of merit—staging them with the finest talent—and handling all mechanical details with perfect precision.

### An Outstanding Market

The WTIC Communities represent one of America's most prosperous markets. Here are people

who are willing to buy—who have money with which to buy. Here is an area so small (less than 100 miles square) that your sales force can cover it quickly and economically.

There are just two things, however, to remember about the WTIC Communities. First, it is sometimes advantageous to develop a program especially adapted for a New England audience. If so, WTIC can place the necessary experience and talent at your disposal. Second, WTIC offers the only way to reach this entire market at small cost.

A few choice hours are now available for summer or fall. Full particulars will be sent gladly on request. New York office—220 East 42nd Street, J. J. Weed, manager. Chicago office—203 No. Wabash Avenue, N. C. Weed, manager.

## STATION 50,000 WATTS - HARTFORD, CONN.

OWNED BY THE TRAVELERS BROADCASTING SERVICE CORPORATION  
 THE STATION WTIC COMMUNITIES

A Prosperous Population in a Compact Market

### Facts for Drug and Cosmetic Advertisers

Potential WTIC primary audience.....	1,580,567
Per capita savings bank deposits.....	\$3600.00
Drug stores, number.....	863
Volume of business.....	\$25,929,000
Department stores, number.....	59

\* Average for U. S. \$81.00.

Operated Daily

7:00 A. M. to 12:00

Midnight

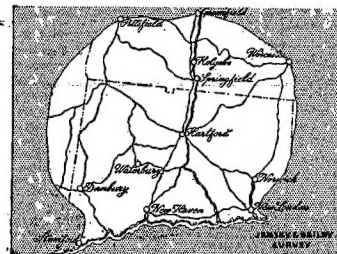
Sundays, 9:30 A. M. to

Midnight

Member New England

and NBC-WEAF

Network



# Radio Chatter

## New York

Annette McCullough, of WGY, singing on a commercial for a furniture company, a new number written by Hal Bragg, of Martha and Hal, WGY duo, and announcing its dedication to a new arrival, Barbara Ann, in the family. Selection titled 'T've Got a Load of Heaven.'

Marlon Brewer, singer over WGY in radio's pioneer days, and sometime later, as radio editor of the Albany Times Union, m.c. of the broadcasts by vaudevillians from the Green Room of RKO's Palace in Albany, recently sold some verse to a poetry magazine. At present an employee of the State of New York, Miss Brewer is said to be contemplating a vocal comeback over the air. Her voice suddenly cracked during a broadcast as soloist with Ben Bernie's unit, and for a long time she was unable to sing—even her speaking voice was affected.

St. Steinhilber and Ed Stephan, radio eds of the Pittsburgh Press and Cleveland Plain Dealer, respectively, spent part of their vacations in New York, cruising around on Guy Lombardo's yacht.

Joe Orlando, baritone, has received a hearing from NBC.

Now that Radio Pictures has released the film version of his 'Strictly Dynamite,' Bob Colwell (J. Walter Thomson) is in the throes of having another one of his plays produced. Title of the new script is 'Poor Fish.'

Vivienne Segal would like to have her mother in the control room during the Phillips Dental Magnesia show (CBS) Tuesday so that her warbling would get the right balance.

Tony Wons will originate his Sunday afternoon bit for Johnson floorwax from New York, while the balance of the show will come from the Chicago NBC studios.

Dave Cassm, WOR, off for holiday fortnight of golf at Cold Spring Harbor, N. J.

Jack Arthur will spend nine weeks at Monte Carlo and get paid for it. He has leave of absence from WOR. Sailed Saturday.

Eddie Stanley repeated for Rudy Vallee.

Helen Anker, popular organist of Station WHAM, Rochester, for five years, severs her connection with the station with her marriage to William O. Kondolf of Merchantsville, N. J.

Gene Lane, who started in radio when the 'WLS Rara Dance' was called 'Up in the Hayloft,' now is working in the Oldtimers Sketch on WHAM.

Station WHCC has installed a pipe organ necessitating additional studio space.

Democrat and Chronicle is sponsoring Betty and Bob in oldtime melodies over Station WHEC, Rochester.

John Greig, who created the part of Professor Lucifer Butts on Collier's show, has picked himself a new character. It's 'Epinaud Oeufs.' In France that combination would pass for spinach and eggs.

East and Dumke step into the 745 EDST stop on NBC's red (WEAF) link when 'The Goldbergs' vacate it this week.

Leith Stevens will have his own series of orchestral interludes on CBS starting July 19.

Ray Nichols' orchestra is broadcasting early and late evening programs over WGY, Schenectady, from Charlie's Inn on Burden Lake, back of Troy, N. Y.

## North Carolina

Mrs. Charles Crutchfield, wife of the WBT, Charlotte, N. C., announcer, was seriously ill last week. As a result several of Crutchfield's regular spots were handled for him by other members of the staff.

Al Garr, who has been singing on the Philco and Dixie Minstrel programs over WBT, Charlotte, N. C., has gone to Hollywood for the summer. Replaced by Boots Downing, baritone, who was selected after all available talent was auditioned.

Gene Williams, control operator for WBT, Charlotte, N. C., has a new nine-pound baby girl.

WWNC, Asheville, N. C., is using full-page advertisements in the two Asheville dailies to tell that recent NBC figures show the station received more mail on NBC programs than any other outlet in the southeastern, southcentral, or southwestern groups of stations.

Despite the warm weather, frequently reaching 100 degrees on the past several days, capacity audiences continue to pack the WBT, Charlotte, N. C., studios for the broadcasts.

W. A. Schudt, Jr., manager of WBT, Charlotte, N. C., will leave for a two-weeks vacation in New York later this month.

Martha Dulin, who has been featured on the Rumford programs over WBT, Charlotte, N. C., spending the summer in Hollywood.

Grady Cole, newscaster and columnist for WBT, Charlotte, N. C., suffered an attack of acute indigestion during his program last week and, while he managed to complete the spot, collapsed afterwards and had to be carried from the studio.

## New England

Brown Insurance Co., Montpelier, Vt., is sponsoring the McCarthy Brothers trio in a series of programs over WDEV, Waterbury, to run 15 weeks.

Mailla Putnam, singer, frequently heard over WCAX, Burlington, Vt., on holiday when station closed for the Fourth.

Mrs. A. Ritchie Low substituted for her husband when illness prevented him from carrying on his Question Box feature over WDEV, Waterbury, Vt.

Mailla Putnam, singer, frequently heard over WCAX, Burlington, Vt., has written a new song, 'Just Another Love Song.' Number has been heard over New York City stations.

William R. Tierney, Bridgeport public school physical ed teacher, and Judson La Haye, program director of WICC Bridgeport-New Haven Yankee webber, this week began sustaining novelty, 'Song Shop,' at WTIC, Hartford. Brand new idea is based on teaching a song via the loudspeaker.

Mountain Melodiers, Bridgeport hillbilly sextet, tied for year by CBS. Will get sustaining buildup, with theatre touring to follow.

Ben Bernie and the lads did a one-nighter Sunday at Pleasure Beach, Bridgeport.

Warring's Pennsylvanians gave Jerry Cook's Riverside park room, Springfield, Mass., its best night in years. Attendance came near 5,000, band walking out with \$2,823. The \$23 became a tip for the room help.

Caryl Kelly, New Haven WICC-hunter, doing a personal at Rhineland Gardens, Armonk, N. Y., with Eric Peterson's band.

Dot O'Brien back pianoing at WICC, Bridgeport, as accompanist to Virginia Lund, platinum blond singing buildup.

Public demand is keeping Joe

Lopez, WICC studio chief and 'Memory Song' man, from taking his vacation. Hopes to do it the last fortnight in August.

Barney Rapp and his New Englanders, done with Cincy and WLW, making their first stand in the home state next Sunday at Roton Point Park, South Norwalk.

WDRC, Hartford, now featuring Webster's Old-Timers on one a week, with Ben Irish and Hank Penny.

The Diplomats, with Otto Neubauer conducting, again playing WDRC, Hartford, under sponsorship of local business men.

WDRC, Hartford, adds Phil Boudini, accordionist, and Everett Dow, fiddle funder.

Young Folks program, presented by Sterling Couch over WDRC, back on the air.

Al Marlin, former night supervisor of Yankee Network studios, and for the past year manager of WMAZ, Springfield, was married on June 23 to the former Mary Jeanette Baker.

Ralph Nylund, back to Boston studios after two seasons of musical comedy, landed a three-week commercial on WAAE. Nylund was formerly a Yankee web staff tenor.

'The Goldbergs' move into the Metropolitan Theatre early next month. Act is scheduled for week of August 2.

## Pennsylvania

Kay Dean, KDKA, Pittsburgh, picked Florida for her annual summer vacation.

Tom Wilmot, WCAE, Pittsburgh, recently engaged by Joe Penner to assist Parke Levy on duck salesman's program next season, quits Saturday to take a vacation before leaving for New York early in the fall.

Lloyd Yoder, of NBC in San Francisco, stopped off in Pittsburgh last week to congratulate Howard Harpster, Carnegie Tech football coach, on becoming the father of twins. Yoder and Harpster were team-mates at Tech several years ago.

Tony Lombardo, accordion player at WCAE, Pittsburgh, celebrated his ninth wedding anniversary last week.

Jack Smart, who does all those parts on Fred Allen's program, is a former Pittsburgher.

Frank Smith, manager of WWSW, Pittsburgh, is looking big ones in Michigan for his two-week vacation.

Jack Bruce and his band, formerly ailing over KDKA, Pittsburgh, now playing for dancing at West View Park.

Cliff Grey 'The Old Bill Billy' of WGAL, Lancaster, donning wig and specs for a string of personal appearances.

Marvella O'Connell, blues warbler on WGAL, off on vacah to home in Salt Lake City.

Jimmy Peiser, staff announcer for WAZL, Hazelton, was formerly with Will Osborne's orchestra.

## Mid-West

Mary Berghoff, of WOWO, back from Dayton, where she exhibited three of her horse entries in the annual show there.

Mauri Cross has formed his Country Clubmen for the new Kroger account over WOWO.

WCL used current circus parade as its noon hour feature, though actual mention of the particular sawdust attraction was out.

Dave Nowinson and Harry Flannery munching most of that birthday cake which the Barbeque Sisters sent over to WIND office.

## Tennessee

Mary Cornter, joins the staff of WSM.

As an engineer with an explorer's instinct and a physician's turn of mind, Arthur Umberg, Memphis, Tenn., youth, has packed up a deal of experience in his twenty-five years. For the past two years he has been employed on the engineering staff of WSM. Arthur took a sizer around the world as a wireless operator for RCA on the S. S. West Hika. He is employed part of the time in the X-Ray department of Vanderbilt hospital although most of his hours are devoted to WSM off the Franklin Pike.

Joseph Macpherson has returned to the WLAC staff, and is being heard over this station each Thursday night at 7:30.

Visitor to WLAC recently was Jess Willard, former world's heavyweight boxing champion. Pres and Carlisle Hayes, WLAC, Nashville, thirteen-year-old pianist, made her stage debut recently.

## Minnesota

Len Smeby, KSTP's chief engineer, carrying around his score-card these days bragging about his \$9.

Genevieve Herbert, WEBC staff pianist, will rejoin the act of Jerry and Her Piano Girls in September.

Alter C. Edgess, vice prez and gen. mgr. of WEBC, conferred with NBC officials in New York and Chicago on fall programs, following his attendance in Washington at the hearing on the application for a new station in Duluth.

Keeping business—and a speedboat—off the rocks, is the seasonal pastime of Tommy Gavin, commercial manager of WEBC, following his purchase of a cruiser last week.

Pat Murphy, program manager, WEBC, back in business after two weeks' vacation in Chicago, tuning in on the World's Fair.

Earl Larson, WEBC staff organizer, was given a hard time during the national Shrine convention in Mpls.

It's back in symphony for Don Fazio, conductor of WEBC's concert week series, who played for four years with the Cincinnati symph, is first bass viol with the Duluth Symphony, organized last year under direction of Paul LeMay.

Shirley Sadler, KSTP blues singer, being groomed for a build-up. Goes on thrice weekly.

Jack Costello, KSTP announcer, jumping the World's Fair on his annual vacah this week and next.

## Baltimore

Broughton Tall vacahing in Carolinas.

Dorothy Conner, receptionist at WBAL, off to Boston o'er the waves.

Chester Mahl visiting home-town, Williamsport, Pa.

WBAL's new office quarters will be air-conditioned.

Hammond Brown, News-Post editor ed, new globe trotter over WFER.

Stan Barnett fishing in Canada.

Lois Benson, local lass, hooking up with Nat'l Radio Players of Washington.

WBAL has new announcer, Sydney Wolpoff, former ill theatre trouper.

Harry Kaufman fitted to A. C. over week-end to cool the steaming brow.

New program over WBAL has Mary Landis harranguing home hints thrice weekly.

Helen Moeks, local gal who for past six months has been femme warbler with Will Osborne's band, has severed that connection and returned home. WGBM has granted her a weekly 15-min. period over the ether.

## Texas

Twelve-year-old anniversary observed by Station WFAA, Dallas, June 26. Brief resume of the station's history, naming some of the early performers, sample of the first day's programs, made up the program. Names of many entertainers were given, who started WFAA and have attained national prominence in networks and show-circuits. G. B. Dealey, president of the publishing house that issues the Dallas News and Dallas Journal and owns and operates Station WFAA; J. Taylor, editor and humorist; Martin B. Campbell, general manager; Alex Keese, program director; Jimmie Jefferies, master of ceremonies for Early Birds; Edward Dunn, announcer and feature entertainer, among the notables on program. In the anniversary program, after due notice had been given to listeners, the station went through the process of power from 50 watts to 50,000 watts.

Evelyn Powers, redheaded torch singer from WFAA, Dallas, and lately of K-TAT, is now doing night club work at a swanky spot in New Orleans.

Velma Muller, blues singer, is breaking in her voice gradually on afternoon spots after a tonsil operation.

Franklyn Ferguson, director of programs, WFAA, Dallas, is exercising considerable ingenuity in mike setup for the Norde Nordin Rinsdale Club broadcast every evening at 10:30.

Three Guitars, Frances Kay, vibra-harpist, and Lee Kirby, tenor, are doing fine work Thursday evening at 7:30 o'clock, Dallas time, under the name of 'the Harmonians.'

## Pacific Northwest

W. Carey Jennings, commercial manager of KGW and KEX, elected vice-president of the Advertising Club, after serving a year on the board of directors.

Richard Steel, KXIL, news commentator, is gaining attention on his news flashes which are heard every evening.

Harvard McIntyre, KOIN, back on the job after a vacation spent at the beach.

'Dorothy Dix' program, after three years' continuous presentations goes off the air for the vacation season. This program has been heard over KOIN once a week.

Encouraged by the fine showing his boys have made and the crowds they have attracted, Virgil Hamlin, wrestling promoter, plans to hold some outstanding open air shows at the civic stadium. Among those to show will be Gus Sonnenberg, Jim Browning and other world famous top-notchers. All to be broadcast over KXIL.

Dean Metcalf, staff announcer at KGW and KEX, vacationing at Cannon Beach, Ore.

H. B. Read, owner-manager, of KXIL, is kept busy these days preparing for an increase of 150 watts on KXIL.

## San Francisco

With two dance band remote controls added this week, Harrison Hollaway, KFRC manager, is stumped on how to spread his staff of night time announcers between the Hotel St. Francis, Edgewater Beach and Music Box. He's advertising for bids for bicycle service so Mel Venter and Bill Kuser can cover the spots.

Al Cormack, technical director at KFRC, has temporarily transferred to KTLN, Los Angeles, where the Don Lee network is about to up the power from 1,000 to 2,500 watts. (Continued on page 37)

**WFTL**

5000 WATTS CLEAR CHANNEL

Cincinnati

DOING THE REAL JOB!

SOUND BUSINESS POLICY

LB Wilson

## NBC Dickers for Petry Take-Over; He Asks 500G Cash, 50G Yearly

Chicago, July 9.

NBC has had enough of Ed Petry and his station representation business. Network has been in contact with Petry during the past week on a deal to take over his representation outfit lock, stock and barrel.

Petry stepped into local representation before NBC thought of it, and when NBC wanted to go into the business, it found itself stopped at many turns by previous Petry contracts. NBC has discovered that it cannot even send its stations radio of programs under the new spot arrangement with its

RCA Victor affiliate. Network has found that Petry stations this business must clear through the Petry office.

NBC officials conferred with Petry last week and asked Petry what he wanted for his company. Petry asked \$500,000 in cash, a five-year contract for himself at \$50,000 annually, and that all his present employees be retained with NBC on a year's contract at their current salaries.

NBC officials countered with an offer of \$100,000 in cash for the business and a five-year contract for Petry at \$25,000 a year. This brought the meeting to a close.

Looks like the whole thing will be settled one way or the other this week. NBC is planning an extensive campaign into the spot and representation business for its stations this fall and must know where it stands. Not only for its own benefit, but for the station managers themselves, who do not yet fully understand the new NBC policies in regard to representation, radio discs and spot business.

After NBC gets through with Petry there are the other rep outfits such as Foxe & Steinleger and Grieg-Blair & Spight, to consider.

## New York Ad Agencies

(Executives in Charge of Radio Advertising Programs)  
N. W. Ayer & Son, Inc.  
506 Fifth Ave., N. Y. C.  
Douglas Coulter.

Batten, Barton, Durstine & Osborne, Inc.  
383 Madison Ave., N. Y. C.  
Arthur Pryor, Jr.  
Herbert Sanford

Benton & Bowles, Inc.  
444 Madison Ave., N. Y. C.  
B. M. Ruffner.

Blow Co., Inc.  
521 Fifth Ave., N. Y. C.  
Milton Blow.

Blackett-Sample-Hummert, Inc.  
230 Park Ave., N. Y. C.  
Frank Hummert.

Blackman Co.  
121 42d St., N. Y. C.  
Carlo De Angelis.

Cecil, Warwick & Cecil, Inc.  
230 Park Ave., N. Y. C.  
J. H. McKee.

The Paul Cornell Co.  
580 Fifth Ave., N. Y. C.  
L. S. Caskin.

Samuel C. Croot Co.  
28 W. 44th St., N. Y. C.  
Arthur Anderson.

Erwin, Wesley & Co., Inc.  
420 Lexington Ave., N. Y. C.  
Charles Gannon.

William Esty & Co., Inc.  
106 E. 42d St., N. Y. C.  
William Esty.

Edward Byron.  
Federal Adv. Agency  
444 Madison Ave., N. Y. C.

Fletcher Ellis  
331 Madison Ave.  
Lawrence Holcomb.

Gardner Advertising Co.  
330 W. 42d St., N. Y. C.  
R. Martini.

J. Sterling Getchell  
420 Lexington Ave., N. Y. C.  
Howard S. Meighan.

Gotham Co.  
250 Park Ave., N. Y. C.  
A. A. Kohn.

Lawrence C. Gumbinner  
9 East 41st St., N. Y. C.  
Paul Gumbinner.

Hanft-Metzger, Inc.  
745 Fifth Ave.  
Louis A. Witten.

Joseph Katz Co.  
247 Park Ave., N. Y. C.  
Bennett Larson.

Lambert & Fawcett, Inc.  
400 Madison Ave., N. Y. C.  
Martin Horrell.

Lennen & Mitchell, Inc.  
17 E. 45th St., N. Y. C.  
Mann Hollner.

Robert W. Orr.  
Lord & Thomas  
247 Park Ave., N. Y. C.

Montague Hackett.  
McCann-Erickson, Inc.  
235 Madison Ave., N. Y. C.

Dorothy Barstow.  
Newell-Emmett, Inc.  
40 E. 34th St., N. Y. C.

Richard Strobridge.  
Paris & Peart  
370 Lexington Ave., N. Y. C.

B. J. Cogan.  
Rock Adv. Agency  
271 Madison Ave., N. Y. C.

Arthur Sinsheimer.  
Pedlar & Ryan, Inc.  
250 Park Ave., N. Y. C.

David P. Crozier.  
Frank Longstrech.  
Frank Presbury Co.

347 Park Ave., N. Y. C.  
Fulton Dent.  
Rutledge & Ryan, Inc.

Chrysler Bldg., N. Y. C.  
Myron P. Kirk.  
P. B. Ryan, Jr.

J. Walter Thompson Co.  
420 Lexington Ave., N. Y. C.  
John U. Reber.

Robert Colwell.  
Young & Rubicam  
235 Madison Ave., N. Y. C.

Hubbell Robinson.  
W. R. Stuhler.

## Here and There

Snedden Weir, studio manager at WOKO, Albany, was inducted into the Onondaga Tribe of Indians at a ceremony following a program of songs and rituals by members of the tribe camped on Embury-Bate in Hooker Falls. Weir assumed name of 'Hawana, 'Man-With-Long-Voice.'

WOKO has introduced two new comedians, Dorothy Taale and Irene Van Bergen of Albany, in dramatic sketches.

Tommy Gentry, of WSGN, Birmingham, back on the air after an illness of several months.

## RADIO SHOWMANSHIP

(Merchandizing and Program Tieups)

### OUTSTANDING STUNTS: CARNIVAL MIDWAY TIE-UP STATION WHBC, CANTON, OHIO

#### WHBC's Midway Tour

Unique local broadcast, the idea of Ben H. Voorheis, circus press agent, was a half hour daily over WHBC, during the week's engagement of the Johnny J. Jones Exposition. Management of the station allotted Voorheis 30 minutes each afternoon during the week. During the six 30-minute periods the entire carnival midway was aired.

Voorheis taking the mike himself, enlisted some 100 performers and attaches of the show and gave a vivid description of the score or more of attractions on the show's midway. A Barker from each of the shows was permitted to do his stuff, telling what his particular show offered. From each of the shows a company of entertainers offered a brief program, including everything from a Negro jazz band to the midway's snake charmer.

Voorheis handled the program in a manner that made it appealing as well as advertising. Both station and carnival enjoyed the benefits.

#### Ysterious Loaf of Bread

Waterbury, Vt.  
West's Bakery used verbal teasers over WDEV when bringing out a new loaf of bread. Teasers were read over the station about every half hour for four days. All were built around a mysterious package wrapped in yellow. Most listeners were of the opinion that the 'clues' were a build-up for some motion picture that was to play in nearby territory.

First time the idea has been tried on a Vermont station and created plenty of comment.

#### Ivory Contests

New York.  
In addition to heavy spilling of Oxydol on the 'Ma Perkins' afternoon sketch over the NBC red web, the Proctor & Gamble Company inserted plugs for the first and second Ivory soap contests, conducted through the daily newspapers.

Prizes number 565 (including five Plymouth cars) and value is \$5,000.

#### Blue Streak Authors

New York.  
A carton of 100 blue blade razors is now offered daily as a prize for the use of a 'Blue Streak' advertising drama, on Gene and Glenn's early-evening shot, sponsored by the Gillette Company over the NBC red web.

Duo spiel the award contest and act the winning skill (name and address of author-listener announced).

#### Housewife Testimonials

Atlanta Gas Light Company, using consistent schedule of one-minute announcements over WSB, has built them to maximum efficiency by bringing before the microphone satisfied users of the company's products.

Legare Davis, public relations director of the company, hit on the idea of having women users of gas stoves and appliances tell other women over radio what they had experienced. Those who testify over WSB are given no remuneration.

Stunt is proving popular and the gas company has more applicants to spiel in behalf of the utility than present schedule of one-minuters can handle.

#### Good Luck Station

Hazleton Baseball Club of the New York-Penn league looks on WAZL as its good luck charm.

The team was in a bad losing streak, hopelessly in the cellar and far from popular with the fans when WAZL took the case in hand. Vic Diehm, station manager, invited some of the players to the studio for an interview before an important double-header.

The players and the fans both enjoyed the informal chats and the next day a fine crowd turned out to watch the game. Not only did the station bolster the gate, but the home club won both ends of the double-header. They then took to the road to win 12 games out of 15 and come to last place to win in half a game of the league leader. WAZL, which is affiliated with the Mason-Dixon group, broadcasts all Monday and Thursday home games direct from the field.

#### 'Amateur Nite'

St. Paul.  
KSTP, local NBC affiliate, is inaugurating a new stunt with a series of 'public auditions,' beginning tonight (9) at 10:15.

Idea is to make auditions sort of public amateur nights, airing them without benefit of preparation, and differing from the usual procedure in not having tyros performing be-

hind the security of closed studio doors.  
Station has plenty of time leeway at 10:15, and while first period will run 20 minutes, if it proves a click, the time will be extended on future Monday nights.

#### Navy's Thanks

Baltimore.  
U. S. Cruiser Northampton, Atlantic fleet, was sent into Baltimore harbor after the disposal of combined fleets visit to New York, for participation in Fourth of July celebration the city held. The boat's presence in town won a great deal of newspaper space and was object of interest to many thousands who visited the scow.

When vessel's stay terminated last Saturday (7), WBAL ran a wire onto ship and gave the skipper, Admiral Luckey, an opportunity to

(Continued on page 47)



## EDITH MURRAY

The Dramatist of Song  
STAR OF RADIO, STAGE  
and SCREEN  
Friday, 10:45 P.M.; Sunday, 3 P.M.,  
CBS, Coast to Coast, WABO  
Exclusive Management  
CBS ARTISTS BUREAU  
Personal Representative  
IRVIN Z. GRAYSON  
1619 Broadway, New York City

## ABE LYMAN

AND HIS  
CALIFORNIA ORCHESTRA  
COAST-TO-COAST

WABC—Tuesday, 5:30 to 9 P.M., DSE  
(Phillips Dental)

WEAF—Friday, 9 to 9:30 P.M., DSE  
(Phillips Milk)

## "The Singing Lady" IREENE WICKER

4th Year for W. K. Kellogg Co.  
All Material by Irene Wicker  
Made by ABE GRAYSON  
N.B.C.—WJZ 5:30 Daily

## EMERSON GILL

AND ORCHESTRA  
HIS  
ANGLERS HOTEL  
COLORADO SPRINGS  
MCA DIRECTION

## JOSEPH GALLICCHIO

LUXOR—"Tillie Potts" time"  
Sun., 2:30 P.M., CDST  
BOYER BENEDICTUS  
Sun., 4:45-5:00 P.M., CDST  
HYDROX, Sat., 1:30-2:00 P.M., CDST,  
NBC, Chicago

## CHAUNCEY PARSONS

TENOR  
"Streets of Paris"  
World's Fair, Chicago  
WGN Nightly

## GRACIE BARRIE

"The Sweetheart of the Blues"

NOW PLAY  
RKO PALACE, New York  
(This Week, July 6)

Sole Direction—HERMAN BERNIE  
1619 Broadway, New York

## The Original Boop-Boop-a-Doop Girl

## HELEN KANE

### HEADLINING

at the  
WALTON  
ROOF  
ILADPHIA  
NIGHTLY

## LEO REISMAN

PHILIP MORRIS

WEAF, Tuesday, 8 P.M.

BRUNSWICK RECORDS

## THE GREEK AMBASSADOR OF GOOD WILL

## GEORGE GIVOT

CBS

EVERY TUESDAY 9 P.M.

Coast-to-Coast

Sole Direction

HERMAN BERNIE

1619 Broadway, New York

## CHARLES CARLILE

TENOR

COAST-TO-COAST

CBS

COLUMBIA BROADCASTING SYSTEM

Presents

## LEON BELASCO

MON., 11:30-12:15 MIDNITE

Coast-to-Coast

St. Morris Hotel, New York, 1619

Sole Direction HERMAN BERNIE

1619 Broadway, New York

JOSEF

## CHERNIAVSKY

Personality Conductor

Chicago Theatre Orchestra

Now on Second Year

WGN, Tuesday, 9:30 P.M. CDST



## Doom Private Stations in Spain; Outline British-Style Network

Madrid, June 22. Private commercial radio stations in Spain are destined to disappear. That is, if the Spanish government ever carries out a bill passed by parliament authorizing it to organize a government-owned broadcasting system on the lines of the British plan.

Although the bill asks that the plan be set into motion immediately so that the system can be clicking on all eight within three years, insiders believe the government will find it's picked a man-sized job for itself. Since it owns no station at all at present, it'll have to start from scratch.

No provision is made in the bill for taking possession of the present privately-owned commercial transmitting stations but the bill does state that the stations will continue and if their concessions end before the State's network is ready, special agreements will be made to permit them to keep running.

According to the bill, the government is authorized to establish one or more shortwave stations for extraterrestrial broadcasting and broadcasting especially to Spanish language countries, and the establishment of as many transmitting stations as permitted by the number of frequencies reserved for Spain under international agreement. These are to be established within a period of three years with a minimum of two stations per year.

### Limit Advertising

The government's network would eliminate radio advertising as much as possible. That is, advertising time would be reduced in proportion to the increase of tax receipts permitting such a decrease.

Technical and administrative exploitation of the official network would be handled by the General Direction of Telecommunication. Programs from key stations would be arranged by a National Junta consisting of representatives of the most characteristic organisms and corporations whose objectives are artistic, literary and scientific, as well as representatives of the municipality, press, and radio listeners. In the provinces the stations will be directed by Regional Juntas.

Funds for running this network

will be collected from radio fans by taxes on their sets. Thus owners of crystal sets would pay 1.50 pesetas annually (one peseta worth approximately 13 1/2 cents); one to five tube sets, 12 pesetas annually; more than five tubes, 24 pesetas. Public places such as clubs, societies, etc., would be socked extra for loud speakers if they possessed them. Loud speakers in public places where admission is charged such as football games or prize fights would also be taxed. Schools, charity or cultural establishments, penitentiaries and invalids' and blind persons' homes would be exempt.

All sales of receiving sets, tubes, and loud speakers would be taxed five per cent.

Government appropriated 1,944,000 pesetas as the first annual sum for amortization the cost of the stations.

## Radio Chatter

(Continued from page 35)

Harold Peery, of KHJ, has succeeded McCormack here until latter returns to oversee a similar power increase for KFRG.

Thomas Lee artists bureau has booked Jackie Souder's band into Lloyd Campbell's Music Box cafe with a KFRG line going into the spot.

## Maryland

Leonard Moss, new WFBR fiddler, is only 15. WFBR reports biz for month of June \$5,000 better than corresponding month a year ago.

Bob Maslin renting cottage at Cape May, N. J., wherein to weekend it during summer.

It must be contagious. After visiting a slew of ad agency offices in N. Y., Funnell Gould now plans to have his cubicle's walls painted green.

Chester Mahl, WFBR staff pianist, organized eight church weddings during June.

Patricia Francis, latest recruit to staff of WBAL, will conduct a kid program thrice weekly.

First out-and-out likker account hit the Baltimore ether last week in form of a spot announcement on WBAL.

## Embarrassing

Portland, Ore., July 9. The telephone bell jingled. 'KGW and KEX' the hostess answered. 'Say, do you have anyone working there by the name of Larry Allen?' another feminine voice asked. The hostess, misunderstanding the name, replied in the negative. 'Just what I thought,' said the other end of the wire. 'This is the Greasy Spoon restaurant, and he's in here trying to cash a check. Said he worked there.'

Larry Allen is assistant manager of KGW-KEX.

## Agencies Charge Playbroker Group Boosts Royalties

Ad agency men are complaining that play brokers have taken advantage of the recently increased demand for dramatic fare by boosting the royalty fees beyond reasonable levels. Charge made is that the more important play agents in the business have got together and agreed on a set scale of prices to be demanded for commercial radio usages.

These agents, say the ad men, hold a practical monopoly on the business and, because of the prices they ask, are making it tough to sell clients on dramatic shows which combine legit names with plays recognizable to the listening public.

Authors' reps, aver ad agencies, have set their fees according to what they think the traffic should bear and have assumed an attitude of 'take it or leave it.' Situation has reached the point where commercials, declare the ad men, are being asked as high as \$600 for the use of an eight-minute excerpt from the ordinary run of stock-ridden plays.

What makes it particularly tough for them in dealing with their clients, say the agency coterie, is the fact that the royalties asked are far out of proportion to the salaries they have to pay for dramatic talent.

## NBC Waxworks Cutting \$130 Series Of Sustainers for Affiliates Only

NBC's transcribers have embarked on the business of servicing NBC affiliated stations with recorded sustaining programs. Unusual twist to this phase of the network's enterprises is the method it has elected for the disposal of these stenciled affairs. Instead of setting up a separate sales staff, the web is leaving the order taking for the sustaining discs to its station relations department.

Although the sustaining record project places NBC in direct competition with the World Broadcasting System, the former will operate on an entirely different policy. World Broadcasting's proposition is based on the library building idea with the client stations free to use the discs as often as they wish and dovetail parts of any given number of recordings for the routing of a single program. Outlets taking the NBC service will be limited to a single broadcast in that community and also to scheduling each series consecutively and as individual entities.

NBC's sustaining records will be sold only to stations associated with the network and on the basis of a single customer in each community. Contents of the discs are so framed as to allow for the interpolation of advertising copy, in the event the transmitter finds a local sponsor for them.

Before mapping out the series to

be recorded NBC's transcription division canvassed its affiliates as to the types of waxed entertainment they would prefer. As a starter in this field NBC purposes turning 13 recordings each of the show categories that received the most votes. These include programs that come under the head of straight musical, classical symphonic, script serials and variety (comedy, singing, band).

Web's transcription department last week was working on the third of its series. For the first two series of 13 programs each the network has set a price of \$130. It's \$130 per batch of 13 records regardless of the station's power or location.

### 2 MORE FOR GEN. FOODS

Jell-O and Sanka coffees, both of the General Foods group, will each be represented with a half hour show on CBS this fall. One will be of a variety type and the other dramatic.

Young & Rubicam agency, which handles both accounts, is figuring on having one program follow the other on the same evening's schedule.

William F. Copeland, until recently manager of Canton station WHPB, now with station WMBG, Richmond, Va., as studio and sales director.

• THE BOSWELL SISTERS • JESSE CRAWFORD • BING CROSEY •

•

MR. DOUGLAS F. STORER

•

is now Vice-President and

•

Radio Department Director of

•

Rockwell-O'Keefe Inc.

•

•

Rockwell-O'Keefe Inc. now be-

•

comes unique in scope of service,

•

offering not only outstanding

•

radio talent but production ideas

•

for effective presentation of

•

these artists. For advertising

•

agencies with specialized radio

•

departments, helpful collabora-

•

tion. For agencies which desire

•

it, a complete program plan-

•

ning and production service

•

backed by thorough knowl-

•

edge of individual station and

•

network costs and coverage.

•

## ROCKWELL-O'KEEFE INC.

RKO Building • Rockefeller Center  
Telephone: Circle 7-4886 • New York

RADIO'S OLDEST (and some say "most successful")

Script Act

# THE GOLDBERGS

Open July 13 Chicago's Chicago Theatre, the First  
Stop on a Limited Tour of the Country's Foremost  
Presentation Houses.

Yours in Anticipation

Gertrude Berg

Creator of "THE GOLDBERGS"

in "THE GOLDBERGS" Designed by JOHN WENGER

• THE BOSWELL SISTERS • JESSE CRAWFORD • BING CROSEY •  
• THE DORSET BROTHERS ORCHESTRA • RUTH ETTING • GLEN GRAY AND HIS CASA LOMA ORCHESTRA • MITZI GREEN • ANNETTE HANSHAW •  
• PAPPY ZEKE & EZRA • LEO REISMAN • B. A. ROUFE • ARTHUR TRACY • VICTOR YOUNG • RENE TAYLOR • IRVING BERLIN • THE MILLS BROTHERS •

# COMMERCIALS

WEEK OF JULY 9

This Department lists sponsored programs on arranged alphabetically under the advertiser's name. All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively. An asterisk before name indicates advertising agency account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S (Saturday).

**A. C. SPARK PLUG**  
10-30-WF-WF  
"Cookoo"  
Ray Knight  
Dick Green  
Campbell-B  
A & F  
9:30-M-WF-WF

Harry Horlick  
Robert Simmons  
"Paris & Pearl"  
ARMOUR  
9:30-P-WF-WF  
Phil Baker  
H McNaughton  
Mabel Albertson  
Irene Beasley

Roy Shields Ore  
"N. W. Ayer"  
B. T. GABBITT  
1:30-S-WF-WF  
Mary Small  
3 X Sis  
Wm. Wir  
"Peck"  
BARBARO  
8:15-M-WF-WF  
Elin C. Hill  
Erwin Wasey

Gladye Swarthout  
Vocal Ensemble  
Wm. Daly Orch.  
"Sweety-James"  
LITICH  
10-30-WF-WF  
Irene Beasley  
"N. W. Ayer"  
FORD MOTOR  
8:30-S-WF-WF  
Julia Sanderson  
Ted Pearson

"Tallie Pie Time"  
June Meredith  
John Goldenberry  
John Stanford  
Gilbert Douglas  
"N. W. Ayer"  
MANHATTAN  
11:15-WF-WF  
11:30-Th-WF-WF  
Jack Arthur  
"N. W. Ayer"

11-WF-WF-WF  
"Cooking Close Up"  
"Hutchinson"  
FABER  
9-Tu-WF-WF  
Ben Bernie Ore  
"Matt-Fogarty"  
FLOUGH IND.  
10-WF-WF  
Guy Lombardo  
"Larks-Spiro-C"  
QUAKER OATS  
8:45-M-WF-WF  
Babe Ruth  
"Fletcher & R"  
REAL BLK  
7-Su-WF-WF  
Chas. Previn Orch  
"N. W. Ayer"  
Erwin Wasey

RED STAR YEAST  
11-Th-WF-WF  
Edna Odell  
Phil Portfield  
Irma Glen  
Carl Lawrence  
RICHIE  
"Gino Salis"  
8-Tu-WF-WF  
"Evo Crime Club"  
Spencer Dean  
"N. W. Ayer"  
SCHULTZ  
10-F-WF-WF  
Everett Marshall  
Victor Young Ore  
Stoopnagle & Budd  
Frank Drum  
Vivian Ruth  
Parker Penney  
B. D. & O.

SILVER DUST  
7:30-M-WF-WF-WF  
Paul Knott  
Rollo Hudson's Ore  
"B. D. & O."  
SINCLAIR  
8-Su-WF-WF  
Gene Arnold  
Bill Childs  
Mac McCloud  
Joe Parsons  
Cliff Souther  
Cory Kogee  
"Federal"  
STAND. BRANDS  
(Chas. & Sanborn)  
8-Su-WF-WF  
Jimmy Durante  
Rubinoff  
"C & S Tea"  
Jack Pearl  
CUE Hall  
Peter Van Steeden  
Kathleen Wells  
8-Tu-WF-WF  
(Fleischmann)  
Rudy Valle and  
Bert Conn. Yanks  
Beatrice Little  
McIntyre-Heath  
Cliff Edwards  
Edna Stanley  
"J. Walt. Thomp."  
SPD. OIL (N. Y.)  
9:30-Th-WF-WF  
Sonny Sketches  
Arthur Allen  
Parker Penney  
Kate McComb  
Ruth Russell  
Robert Strauss  
"J. S. Gelschall"  
STEEBING PROD.  
8-Tu-WF-WF  
(Cory's Asprin)  
Frank Mann  
Muriel Wilson  
Gus Haenchen Ore  
9:30-Su-WF-WF  
Frank Mann  
Virginia Rea  
Ohman & Arden  
Bert Hirsch  
Gus Haenchen Ore  
9-Tu-WF-WF  
(Phillips Mags.)  
"Waltz Time"  
Abe Lyman Ore  
Frank Mann  
Vivienne Segal  
5:15 daily ex. Sa-Su  
WABC  
"Skippy"  
8:30-Tu-WF-WF  
Abe Lyman  
Vivienne Segal  
Oliver Smith  
"Blackie"  
STUDEBAKER  
9:30-Tu-WF-WF  
8-M-WF-WF  
Richard Himber  
Joey Nash  
"Rocke-W-C"  
HUN OIL  
6:45-Daily-WF-WF  
Lowell Thomas  
"Rocke-W-C"  
TAYLOR  
7:30-Tu-WF-WF  
Brad Browne  
Al Liewolyn  
9:30-Su-WF-WF  
Dramatic Sketches  
Tom Powers  
Anna H. Brown  
Heardrick Baran  
"Stack-Goble"  
U. S. TOBACCO  
(30-1st Best)  
"Blackie"  
"One Night Stand"  
Pat Padgett  
Joel Bonine  
"McC-Erick"  
WANDER CO.  
Oswalling  
5:45-Daily-WF-WF  
"Little Orphan A"  
Allan Baruck  
Henrietta Fedro  
Ed. Bragha  
Stanley Andrews  
Shirley Pell  
"Blackie"  
WARD BAKING  
9:30-WF-WF  
"Family Theatre"  
James Metton  
Joel Easterneck  
"Fletcher-B"  
WM. B. WARNER  
(Non-Sp.)  
9:30-WF-WF  
Just  
Sally Blaine  
Ralph Hellany  
"C. W. & C."  
WASEY PROD.  
12-M-Tu-WF-WF  
WABC  
8:15-M-WF-WF  
8:15-M-WF-WF

11-WF-WF-WF  
"Cooking Close Up"  
"Hutchinson"  
FABER  
9-Tu-WF-WF  
Ben Bernie Ore  
"Matt-Fogarty"  
FLOUGH IND.  
10-WF-WF  
Guy Lombardo  
"Larks-Spiro-C"  
QUAKER OATS  
8:45-M-WF-WF  
Babe Ruth  
"Fletcher & R"  
REAL BLK  
7-Su-WF-WF  
Chas. Previn Orch  
"N. W. Ayer"  
Erwin Wasey

RED STAR YEAST  
11-Th-WF-WF  
Edna Odell  
Phil Portfield  
Irma Glen  
Carl Lawrence  
RICHIE  
"Gino Salis"  
8-Tu-WF-WF  
"Evo Crime Club"  
Spencer Dean  
"N. W. Ayer"  
SCHULTZ  
10-F-WF-WF  
Everett Marshall  
Victor Young Ore  
Stoopnagle & Budd  
Frank Drum  
Vivian Ruth  
Parker Penney  
B. D. & O.

SILVER DUST  
7:30-M-WF-WF-WF  
Paul Knott  
Rollo Hudson's Ore  
"B. D. & O."  
SINCLAIR  
8-Su-WF-WF  
Gene Arnold  
Bill Childs  
Mac McCloud  
Joe Parsons  
Cliff Souther  
Cory Kogee  
"Federal"  
STAND. BRANDS  
(Chas. & Sanborn)  
8-Su-WF-WF  
Jimmy Durante  
Rubinoff  
"C & S Tea"  
Jack Pearl  
CUE Hall  
Peter Van Steeden  
Kathleen Wells  
8-Tu-WF-WF  
(Fleischmann)  
Rudy Valle and  
Bert Conn. Yanks  
Beatrice Little  
McIntyre-Heath  
Cliff Edwards  
Edna Stanley  
"J. Walt. Thomp."  
SPD. OIL (N. Y.)  
9:30-Th-WF-WF  
Sonny Sketches  
Arthur Allen  
Parker Penney  
Kate McComb  
Ruth Russell  
Robert Strauss  
"J. S. Gelschall"  
STEEBING PROD.  
8-Tu-WF-WF  
(Cory's Asprin)  
Frank Mann  
Muriel Wilson  
Gus Haenchen Ore  
9:30-Su-WF-WF  
Frank Mann  
Virginia Rea  
Ohman & Arden  
Bert Hirsch  
Gus Haenchen Ore  
9-Tu-WF-WF  
(Phillips Mags.)  
"Waltz Time"  
Abe Lyman Ore  
Frank Mann  
Vivienne Segal  
5:15 daily ex. Sa-Su  
WABC  
"Skippy"  
8:30-Tu-WF-WF  
Abe Lyman  
Vivienne Segal  
Oliver Smith  
"Blackie"  
STUDEBAKER  
9:30-Tu-WF-WF  
8-M-WF-WF  
Richard Himber  
Joey Nash  
"Rocke-W-C"  
HUN OIL  
6:45-Daily-WF-WF  
Lowell Thomas  
"Rocke-W-C"  
TAYLOR  
7:30-Tu-WF-WF  
Brad Browne  
Al Liewolyn  
9:30-Su-WF-WF  
Dramatic Sketches  
Tom Powers  
Anna H. Brown  
Heardrick Baran  
"Stack-Goble"  
U. S. TOBACCO  
(30-1st Best)  
"Blackie"  
"One Night Stand"  
Pat Padgett  
Joel Bonine  
"McC-Erick"  
WANDER CO.  
Oswalling  
5:45-Daily-WF-WF  
"Little Orphan A"  
Allan Baruck  
Henrietta Fedro  
Ed. Bragha  
Stanley Andrews  
Shirley Pell  
"Blackie"  
WARD BAKING  
9:30-WF-WF  
"Family Theatre"  
James Metton  
Joel Easterneck  
"Fletcher-B"  
WM. B. WARNER  
(Non-Sp.)  
9:30-WF-WF  
Just  
Sally Blaine  
Ralph Hellany  
"C. W. & C."  
WASEY PROD.  
12-M-Tu-WF-WF  
WABC  
8:15-M-WF-WF  
8:15-M-WF-WF

## Liberal Commish

(Continued from page 33)

Jackson, Tenn., for facilities of WNBR.

Following applications for power increases were denied: WBOV, Terre Haute, Ind., from 100 to 600 night, 1 kw day; WHBY, Green Bay, Wis., from 10 to 1 kw; W3BC, Chicago, from 100 to 1 kw night and 14 kw day; and WJEL, Hagerstown, Md., from 100 day to 250 day and 50 night.

Following applications for new stations were denied: John L. Hopkins, Hammond, Ind., 130 kw, 1 kw; Robert Lowell Burch, Salem, Ore., experimental broadcast, 1530 kc, 300; J. H. Squires & A. E. Cullum, Jr., Dallas, Tex., 1200 kc, 100 day-time; Earl M. Nail, Lubbock, Tex., 1310 kc, 100; Kirksey Bros., Lubbock, Tex., 130 kc, 100 night and 250 day; and A. V. Tidmore, Salisbury, Md., 1200, 100 day.

**OLSHANETS**  
GUEST CONDUCTOR  
PARAMOUNT  
New York  
6th WEEK

**HOTEL PIERRE**  
**JACK Denny**  
AND HIS ORCHESTRA  
Conoco Oil  
Wed., 10:30 P.M.  
Thurs., 10:30 P.M.  
Sat., 12 Midnight Mon., 11:30 P.M.

**FRANK PARKER**  
Featured Soloist  
**GENERAL TIRES**  
NOW ON THE COAST  
NBC STUDIOS  
HOLLYWOOD

Always a Little  
Ahead of the Rest  
THE  
**SIZZ-LERS**


For further information  
HAROLD KEMP, NBC Artist Bureau  
Personal Direction, CHARLES A. SAYNA

**VIVIAN JANIS**  
ST. MORITZ, NEW YORK  
NIGHTLY  
Sole Direction  
HERMAN BERNIE  
1619 Broadway  
New York City

**SYLVIA CLARK**  
Sponsored by  
HYDROX ICE CREAM  
Fri., 7:30 P.M., CST, WMAQ-NBC  
Sat., 8 P.M., CST, KVVW

**HAROLD STOKES**  
Directing  
Climalene and Palmer House  
NBC, CHICAGO

**EDDIE PEABODY**  
The Instrumental Stylist  
Held Over Fourth Week  
**ROXY THEATRE**  
NEW YORK CITY  
FEATURED  
Tues., July 10, 8-8:30 PM.  
WOR  
**STAGE SHOW REVUE**  
Personal Direction  
HAROLD KEMP  
NBC Artist Bureau



MGM STUDIOS  
CULVER CITY, CALIF.

**fred allen's**  
HOUR OF SMILES  
THE  
PORTLAND ROSSA  
JACK SMART  
LIONEL STANLEY  
MINERVA FLOUS  
LENNIE HAYTON'S IPANA  
TROUBADOURS  
Material by Fred Allen and Harry Tugood  
Management by Walter Batchelor  
Wednesdays, 5-10 P. M., D. S. T.  
WABC

**VERNON CRAIG**  
Baritone  
3:30 P.M.  
Thurs., 2:30 P.M., CST, NBC-WJZ

**CLIFF SOUBIER**  
(OL' PAPPY)  
FIRST NIGHTER! Fri., 9:00 P.M.,  
CST  
"SINGLAIN MINSTRELS" - Mon.,  
8:00 P.M., CST  
"WOOLLEY THE MOTH" - Thurs.,  
6:30 P.M., CST  
"SATYR RAM" Daily,  
CST, NBC, Chicago

**THAVIU**  
AND HIS ORCHESTRA  
At "STREETS OF PARIS"  
Century of Progress  
WGN NIGHTLY  
Inquiries Solicited

**Mme. ERNESTINE SCHUMANN-HEINK**  
Sponsored by  
GERBER'S BABY FOOD  
WENE, NBC, Sun., 9 P.M., CST

**ROY SHIELDS Ore**  
"N. W. Ayer"  
B. T. GABBITT  
1:30-S-WF-WF  
Mary Small  
3 X Sis  
Wm. Wir  
"Peck"  
BARBARO  
8:15-M-WF-WF  
Elin C. Hill  
Erwin Wasey  
BAUER & BLACK  
(Blue Jay  
Corn Plaster)  
4:15-Tu-F-WF-WF  
Wade Booth  
Dorothy Day  
Needham, L. & B  
BISODOL  
8:30-WF-WF  
Street Marshall  
Elizabeth Lennox  
Olman & Arden  
Victor Arden's Ore  
"Blackie"  
BORDEN  
10:30-S-WF-WF  
"45 Min. in Flyw"  
Mark Warnow  
11:45-WF-WF  
June Ellison  
"Young & Rubicam"  
BRISTOL-MYERS  
8-WF-WF  
(Sal Hepatica)  
(Lana)  
Fred Allen  
Portland Hoffa  
Jack Smart  
Lionel Stander  
Eileen Douglas  
Ivins Delmore  
Minerva Flous  
Lennie Hayton  
"Dentons & Bowles"  
CALSDONT CO.  
4:15-Th-WF-WF  
"Rhythmic Rover"  
"Thompson"  
CAMPANA  
10-F-WF-WF  
"First Nighter"  
June Meredith  
Don Ameche  
Carlton Brickett  
CUE Southern  
B. Segerquist Ore  
Aubrey Moore  
CARNATION MILK  
10-M-WF-WF  
Gene Arnold  
Lollaly Lady  
M. L. Kestman  
Jean Paul King  
Erwin Wasey  
CHERRYAM  
(Cosmetics)  
8-WF-WF  
Hazine Lash  
String Quartet  
"Gumbiner"  
OUTRANCE SERVICE  
8-F-WF-WF  
Olga Albani  
Quartet  
"Lord & Thomas"  
CLIMAXINE  
15-Th-WF-WF  
Harold Stokes  
Jackie Heller  
Gale Page  
Kings' Orchestra  
"W. S. Hill"  
CUEX  
(Odorono)  
Donna Davis  
Frances Lanford  
Don Voorhees  
"Young & Rubicam"  
10-Tu-WF-WF  
(Palmolive Soap)  
W. A. Becker, Dir.  
"Mile Mediator"  
Gladye Swarthout  
Dorothy Day  
John Barclay  
Nat Shikret  
"Benton-B"  
10:15-daily-WF-WF  
(Super Soda)  
Cora La Dentier's Ore  
Louise Stanley  
Isabelle Carothers  
John King  
"Benton-B"  
CONTINENTAL  
OIL CO.  
10:30-WF-WF  
Harry Richman  
Jack Denny  
John B. Kennedy  
"Frax-L-D"  
CRAZY CRYSTALS  
2:30-Su-WF-WF  
12-Daily ex. Sa-Su  
WEAF  
Gene Arnold  
Commodores  
"McC-Erick"  
CORN PRODUCTS  
11:15-M-WF-WF  
WABC  
(Kremol, Etc.)  
Pedro de Cordoba  
Will Oadone  
"Heliwig"  
EX-LAX  
9:30-M-WF-WF  
Lud Gluskin  
Henrietta Schumnn  
Marshall  
"Katz"  
FIRESTONE  
8:30-M-WF-WF  
H. Firestone, Jr.

**J. Walt. Thomp.**  
LENN & FINK  
(Loyal)  
10-Su-WF-WF  
James Gleason  
Lucille Webster  
"Rutnant & R"  
LIGGETT-MYERS  
(Chatterfield)  
p-m-WF-WF  
Monday  
Rosa Ponselle  
Andra Kostelnets  
(Wednesday)  
Nino Martini  
Andra Kostelnets  
(Saturday)  
Creta Stueckgold  
Andra Kostelnets  
Mixed Chorus  
Ford Victor  
"Newell-Smett"  
LUXOR  
J. (Armour)  
9-Su-WF-WF  
"Tallie Pie Time"  
June Meredith  
John Goldenberry  
John Stanford  
Gilbert Douglas  
"N. W. Ayer"  
MANHATTAN  
11:15-WF-WF  
11:30-Th-WF-WF  
Jack Arthur  
"N. W. Ayer"  
"Peck"  
J. W. MARROW  
(Oil Barrel Story)  
11:45-M-F-WF-WF  
Joan Marrow  
Bob Nolan  
Eddie House  
"Placed direct"  
MACADAM  
(Liberty Magazine)  
10-F-WF-WF  
"Stories That Should  
Be Told"  
Fulton Ore  
"Stack-Goble"  
8:30-S-WF-WF  
(7-1st Story)  
"Court of Human  
Reason"  
Percy Henne  
Arnold Johnson's Ore  
Ned Weaver  
Lucille Wall  
Allyn Wasey  
Paul Stewart  
"Erwin Wasey"  
WEEK 12-13  
6:45-Daily-WF-WF  
Arthur Bagley  
DR. ALKA-SALT  
(Alka-Seltzer)  
10:30-Sa-WF-WF  
WLS Band Dance  
Edna Odell  
Mac & Bob  
Clarence Wheeler  
"Wade"  
NOHAWE MILLS  
(Curse)  
10:30-Tu-Th-WF-WF  
Orch. & Singers  
"B. D. & O."  
7:30-M-Th-WF-WF  
WEAF  
Shirley Howard  
Guy Bonham  
Wamp Carlson  
Dwight Latham  
Milt Rettenberg  
Tony Calucci  
"Stack-Goble"  
BENJ. MOORE  
11:30-WF-WF  
Betty Moore  
Lew Wasey  
MUELLER O.  
10:15-M-WF-WF  
WABC  
"Bill & Ginger"  
Virginia Baker  
Lyn. (Phillips Mags.)  
"Heliwig"  
NORTHWESTERN  
TEAS  
8-M-WF-WF  
Hal Kemp Ore  
"Hays McFarland"  
"Skippy"  
5:45-M-WF-WF  
Dave, Dunny & W  
Barney Coughlin  
Dave Grant  
Gordon Graham  
"B. D. & O."  
OXIDOL  
(Procter & Gamble)  
8:45-Daily-WF-WF  
Sa & Su-WF-WF  
"Ma Perkins"  
Virginia Dayne  
Margaret Hanson  
Karl Hubel  
Will Forstner  
Chas. Egliston  
"Blackie"  
PACIFIC BOKAX  
8-Tu-WF-WF  
"Death Valley Days"  
Tim Fawley  
Joseph E. Brown  
Edwin W. Whitney  
Lonsona Cowbo  
Homer Bonine Ore  
"McC-Erick"  
RAY BROSKE  
9:30-Tu-WF-WF  
Perry Perkins  
Betty Stokes Ore  
Gale Page  
Harold Brown  
"PERSIDENT"  
8:45-Daily-WF-WF  
Except  
Sa & Su-WF-WF  
Amos "n" Andy  
Charles Corral  
Freeman Gordon  
(Title of Gold)  
"Stack-Goble"  
Sa & Su-WF-WF  
Gertrude Berg  
James Wasey  
"PHILCO"  
8:45-Daily-WF-WF  
Except  
Sa & Su-WF-WF  
Boake Carter  
"P. W. Armstrong"  
PHILIP MORRIS  
11-Th-WF-WF  
"The Coleman's Ore"  
Phil Dixey  
"Dion"  
PHILIPSBURY  
10:30-Daily-WF-WF  
"Today's Children"  
Irma  
Walter Wilcox  
Jess Johnson  
Eileen Wasey  
Lucy Gillman  
Fred Von Amom  
Jean McGregoe  
"Hutchinson"

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Ralph Goble  
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612 N. Michigan Ave.  
George Englinger.  
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208 W. Washington St.  
Walter Wade.

**King's Men, Coast Combo, Join Whiteman; 1G Per**  
Hollywood, July 9.

King's Men, staff quartet at KPWB, join the Paul Whiteman combo under personal contract for five years to the maestro. Draft calls for \$100 a week. Singers will be used on Kraft air and as a band feature in the Billmore Roof.

## Kemp, Tracy Recording

Chicago, July 9.  
Two recordings being made for the American Record Corporation's Brunswick catalog here this week are Hal Kemp's orchestra and Arthur (Street Singer) Tracy. Kemp is turning out two tunes from the new Paramount flick, "She Loves Me Not." Recording being done by Dick Voynow and Monroe at the Columbia studio.

Voice of Experience  
"Erwin Wasey"  
E. L. WATKINS  
8-Su-WF-WF  
Tamar  
Davis Percy  
Men About Town

Jacques Renard  
"Blackie"  
WELCH  
(Gracie Jules)  
8:30-WF-WF  
Irene Rich  
"Kasior"

# 'SONG SHARKS' IN GOV'T WEB

## Class Dance Niteries on Coast Skip From Red With Good Bands

Los Angeles, July 9.

Class niteries in this meridian are back on the old cover charge basis and clicking hard. Trade has perked up to such an extent that dance arenas have been shrunk to postage size to accommodate the overflow.

Downtown the Biltmore Bowl is getting the lion's share of the biz, with Cocanaut Grove, out Wilshire way and closer to the Hollywood mob, showing a healthy bulge in receipts. Both of these stuffed-shirt spots account for better than 75% of the limousine trade. Outlying taverns are also dipping into black ink after many lean semesters.

Biltmore, wallowing in the crimson fluid for 10 these many moons, is back in the running, thanks to the showmanship of Baron Long, who recently took over this elephant. First thing he did was to humanize the inn and park his desk in mid-lobby. Next he remodelled one of the cloistered Rotary roosts into what is now the Bowl, an innovation hereabouts and smartly appointed. The terrace effect is great on bleary eyes, but not such a boon to wobbly underpinning.

### Grier's Combo

The Sattidny mite mob packs the place and that means that better than 1,500 playboys and their maties are making an evening of it. Dance music is furnished by the Jimmie Grier combo. Strangely enough, the portly maestro, considered a top arranger on the Coast and having performed this chore for Gus Arnheim, who holds forth at the Grove, just doesn't dish it up like his former boss. Just tempo isn't exactly relaxed, but those who have taken aboard a few snifters.

Floor show, however, is a pip, nicely paced with good comedy, excellent vocalizing and a fan dance thrown in for good measure. Fanner wears more clothes than most of the gals at the tables.

Just why the bonfires don't get together and give the business a taste on this Sunday prohibition of shaking a leg is a mystery. The longhairs have been routed on almost every other front and this one looks like a cinch by popular referendum.

Night clubbers are getting more sensible on their manner of dress during the dog days. While most of the femmes go in for semi-formal garb, their relaxed dress is in all manner of scenic effects. The Grove crowd runs about 15% normal, with the ratio still lower at the Bowl.

### Arnheim in the Know

The Arnheim dasepation accounts for most of the tariff under the palms. The good colonel—oh, yes, he's got one of those Kaintuck things, too—has been catering to the hotel clientele for years on end and what he doesn't know about the likes and dislikes of the merry Andrews and their Annabellies can only be found in the Congressional Record. Showmanlike, he gears his tunes for none too steady nethers and how they go for it. Jimmy Newell is given most of the vocalizing to do and gives it a consummate delivery, backed up by a Bob Montgomery personality. Floor show is confined to ballroom duo, on just long enough not to be yawned at.

Hollywood Roosevelt few weeks ago put in a bid for the nocturnal splurge, and to the accompaniment of very mild fanfare unveiled the Patio Argentino. Being an outdoor setup it languished and then gracefully retired from the scene. Matinee biz flopperood and night take was gammer thin. Too much fog and inclement weather blamed for the fold. Hostelry lately taken over by Tommy Hull.

While heaviest trade at Bowl and Grove is on bath night, the mid-week biz is very much on the up-beat. Biltmore has been going

### Most Played on Air

To familiarize the rest of the country with the tunes most on the air around New York, the following is the compilation for last week.

Plugs are figured on a Saturday-through-Friday week, regularly.

Only the chain stations are listed as indicative of the general plug popularity.

Data obtained from Radio Log compiled by Accurate Reporting Service.

Title	WEAF	WJZ	WABC
Cocktails for Two.....	27		
All I Do Is Dream.....	25		
Sleepyhead.....	25		
Wish I Were Twins.....	24		
For All We Know.....	22		
Eyes Wide Open.....	22		
Spellbound.....	21		
Got a Warm Spot.....	20		
Hat on Side of Head.....	20		
Never Had a Chance.....	19		
Ain't Love.....	18		
Only Have Eyes for You.....	17		
Thank for Lovely Eve.....	17		
I'll String Along.....	16		
Steak and Potatoes.....	16		
Rollin' Home.....	15		
Church Around Corner.....	14		
Had My Moments.....	13		
Dames.....	13		
Easy Come, Easy Go.....	13		
Moonlight Parade.....	13		
Sunday Is Dad's Day.....	13		
Tell Me I'm Wrong.....	13		
The Breeze.....	13		
Fare Thee Well.....	12		
Beat O' My Heart.....	12		
Very Thought of You.....	12		

## NRA QUERIES PUBS ON PRE-DEPRESS AND '34

NRA authority in charge of the proposed music code is quizzing the publishing trade about employment and dealer matters. Questionnaire received last week by music publishers asked how many employees they had at present time as compared to the parallel month of 1929; the numbers of branch offices they maintained now as compared to 1929, and the number of dealers their firms were serving as compared to five years ago.

Administrators of the NRA's publishing trades division are intent on gathering this information and correlating it before setting a date for public hearing on the music publishers' code.

## Society's Reps Report Dine, Dance Pickup

American Society of Composers, Authors and Publishers brought its district reps into the home office last week for their annual meeting. All reported a substantial pickup in revenue from dine and dance spots since the advent of repeal.

### Himber's 1-Niters

Dick Himber and his orchestra hit in five days a week by one-niters in Pennsy-Jersey-New England dance territory. Monday and Tuesday on NBC and CBS respect. Himber and his Hotel Ritz-Carlton (N. Y.) orchestra broadcast for Studebaker, and then hop out into the sticks for the dance dates. Himber returns to the Ritz in the fall.

heavy for the dailies, with each check in the floor lineup calling for a new spread. Ambassador is meeting this competition with special nights, with Tuesdays tabbed for the film celebs. Live wire exploitation at both smart spots is telling at the till.

## MPPA AIDS POST OFFICE IN PROBE

L. A. and N. Y. Promoters Milk Amateurs for \$2,000,000 Yearly—Set Music to Lyrics, or Vice Versa, Promising Publication and Radio Performance—Govt. Asks Pubs for Info

### SUCKER LISTS

A campaign to wipe the 'song sharks' out of the music industry has been launched by the Federal government. With the aid of the Music Publishers Protective Association, the Post Office Department is prying into the methods of operation of this coterie, which is estimated, net over \$2,000,000 a year from gullible amateur songwriters. Government's investigators now have the 'sucker' lists of several of these outfits, one showing an enrollment of 30,000 names and another of over 30,000 'subscribers to the service'.

At the suggestion of the post office authorities, the MPPA last week wrote to publishers throughout the country asking for their co-operation in the inquiry. Enclosed with the letter was a questionnaire that the recipients were urged to fill out. In its probe the government will also seek information from NBC and Columbia, as well as various indie operated stations. As part of their sales talk, the 'song sharks' lead amateur writers to believe that their work will receive performance over the air through placement with the networks and individual stations.

In the communication addressed to the publishing trade by the MPPA, 'song sharks' were described as firms making it a business of inducing the amateur songwriter to submit his lyrics or 'song poems' for the purpose of having them set to music, with the finished sheet allegedly submitted to leading publishers and radio stations. For this service a fee is charged.

Following are the questions MPPA has asked publishers to answer for the enlightenment of the Government's investigators:

1. Has your concern ever accepted for publication a song (words and music) which has been serviced by firms or individuals who make a business of reviving lyrics and setting them to music for a price at the author's expense?
2. When free printed copies or

(Continued on page 49)

## Royal, Engels Favor Band Booking, But Subordinates Delay Start on Plea Present MCA Split % Okay

### Satterfield Set at Par

Hollywood, July 9.  
Tom Satterfield, formerly with Paul Whiteman's band, has been given a one-year contract as arranger and composer in the Paramount music department.

## Phono. Disc Biz Hop Due to Follow New Victor Radio Gadget

Chicago, July 9.  
Phonograph record companies are feeling more cheerful since the release of the new Victor Duo Jr. contraption, which permits the playing of records on any radio. Selling for \$18.50 retail, the record-player can be installed on any home radio to play phonograph discs.  
Duo Jr. is a light in the darkness for the disc companies with reports on sales being very good. It is expected that the other phonograph companies will also hit the market shortly with similar contraptions, not for the profits on the machine itself but for the resultant pick-up in disc sales. Some time back Columbia had a similar device known as the Radiograph, which sold at \$65.

## MOVIETONE IN ASCAP; FOX WAIVES CLAIMS

Movietone Music Corp., a subsid of Fox Film Corp., was admitted last week to membership in the American Society of Composers, Authors and Publishers and given the rating of EE. In signing the Movietone contract with the Society, Fox Films waived all back claims it had pending in behalf of another of its publishing subsid, Red Star Music Co. Latter firm, which has been inactive the past two years, held the lowest rank in ASCAP, class X.

As part of the agreement with the Society, Movietone replaces Red Star on the ASCAP membership list. It had been trying for a year to get into the Society. What stood in its way, however, was the refusal of Fox Film to accept rating as a successor to Red Star and waive the money claims it had on file with the Society for the latter firm.

Conflict of opinion among executives in the department is responsible for the delay of the NEC Artists Service in getting its proposed band booking division started. Heads of the bureau have held scores of conferences with outsiders seeking counsel as to the advisability of taking another stab at the band business and also the advantages involved were supervision of the venture turned over to one of the outside indie offices engaged in the same business.

With a view of taking the latter course, George Engels, v. p. in charge of the artists service, last week held several meetings with Meyer Davis. Similar proposition has been discussed with other band bookers operating on their own.

Engels and John Royal are strongly in favor of NBC building up its own list of bands and cashing in on the booking possibilities that the network's control over hookup releases make available to it, while another exec in the artists bureau, who has been talking it over with the New York rep for the Music Corporation of America, has expressed himself as dubious about the whole idea. Opinion voiced by him is that NBC by operating on its own couldn't better the arrangement it has with MCA which cuts the network in on the commission from the MCA bands sold through the artists bureau to commercials. Probabilities are that the web will not decide on the band booking division problem until Tradeways, Inc., has turned in its report on the survey of the artists service made several months ago. Tradeways, an industrial efficiency organization, may have some recommendations to make.

## LEWIS OPENS 50-50 COL. PHONO. DEAL

Edward Lewis, managing director of Decca, British recording company, yesterday (Monday) resumed his negotiations for a partnership buy in Columbia Phonograph with Milton Diamond, counsel for the latter firm. Lewis arrived from England last Friday (6).

On his last visit to America, Lewis took an option on Columbia, which gave him a 50-50 interest in the company with Herbert Yates, prez of the Consolidated Film Laboratories. Pending the working out of a deal with Decca, Columbia Phonograph has been keeping its release list down to a minimum.

## MPPA Expects \$7,000

June distribution of money collected from radio disc sources by the Music Publishers Protective Association will come, it was estimated last week, to around \$7,000. Around \$3,500 of this was brought back by Harry Fox from his call upon transcription makers' the Coast.

MPPA turned over in May to publishers concerned \$6,900 in royalties from this source.

## "Variety" FOR SUMMER

Place a subscription for 'Variety' over the summer (3 months)

\$1.50

Mail remittance with name and summer address.

## General Motors-MCA Deal for Free Name Bands and Talent at Chi Expo

Chicago, July 9.  
Show business to the rescue. It's an old phrase but it's being proven again by the plans of General Motors to attract the visitors to the Chicago Fair grounds with a popular array of dance bands and name talent.

General Motors exhibits at the Fair has been off this year due to the Barney Oldfield racing stunt over at Chrysler and the Detroit Symphony at the Ford exhibit. GM stood this for a month and now has decided to go out and do a little showmanship on its own. Has negotiated with Music Corporation of America, through Bill Stein, for the use of MCA name bands and talent on a rotating policy, and the booking of one band for the continuous show at night.

General Motors figures the Ford symphony is a little too classy for the average Fair visitor. In its

own shows, it will stick to popular bands. Figure on such orks as Ted Weems, Wayne King, Henry Busse, Carlos Molina, Carl Holt, Evenings, GM plans to bring in the Vincent Lopez aggregation and build it up to about 22 pieces so that it can play both popular and semi-classical stuff.

### Variety Names

Music Corporation will also book attractions to show in front of the band at night, figuring on radio talent, vaude and nite club entertainers. Will also use a name operatic star to attract those people who go for class entertainment.

Fair itself is turning hand-springs over the prospect. Concessionaires are beginning to realize that it takes attractions to bring customers into the grounds, and look to this General Motors-MCA plan to do the trick.



# JUNE PLENTY TOUGH; CHI SPURTS

June found the sheet music business still in the doldrums. Outlook for the current month looks up, but brighter, sales perked up nicely for the front line tunes, but as a whole jobbers rated the June stretch as the worst in four years. Notable incident of the past month was the heavy sale achieved by an old non-copyright, 'The Man on the Flying Trapeze.' Number is being published by at least seven firms, with the frequent plugging given the number over air by Walter O'Keefe and Rudy Vallee credited for its sudden return to popularity.

'I'll String Along With You' (Witmark), shot from sixth to the lead spot within the space of a month, and was still safely ensconced there the first week in July. From the same firm's catalog comes June's No. 2 ditty, 'All I Do Is Dream of You' showed signs of still being on the sturdy upbump. Another tune that during this period was marking marked counter progress was Berlin's 'Why Don't You Practice What You Preach?'

Among the runners-up for June were 'Love Thy Neighbor' (DeSylva), 'Sleepy Head' (Robbins), 'I Ain't Lazy, I'm Just Dreamin' (Jones), and 'May It' (DeSylva).

With the platter contingent June was just another one of those months. Columbia had as its white-haired boys Benny Goodman and Ben Pollack; Guy Lombardo topped the Brunswick list, and Duke Ellington was Victor's best bet of the month.

## Chi iz Spurts

Chicago, July 9. Business picked up along the line in June, which follows the expected course of business during the year. And based on past performance, July should be better than June, and August still better.

'All I Do Is Dream of You' is the surprise in the June list, shooting up into second place out of nowhere. Second surprise is the appearance of 'Man on the Flying Trapeze,' a non-copyright novelty tune. While a number of publishers have this song, the particular publication selling in the largest quantity is the Robbins edition.

Records are better, too, though Columbia has been handicapped due to the lack of releases lately pending the reorganization of the company. Jan Garber is the hot spot of the record sales, corraling three blue ribbon places on the Victor list.

## Coast Volume Off

Los Angeles.

Although volume of sales in the disc and sheet music industry in the southern California territory was off throughout June, retailers and jobbers report consistent demands for the hit numbers, plus an increase in platter sales of the classical, symphonies and operas.

Heaviest seller for the month, both on the discs and over the sheet music counters, was 'I'll String Along With You,' with the demand getting stronger as the month advanced. Among the late June arrivals were 'All I Do Is Dream,' from

Greetings GOLDEN GATE and congratulations to TOM COAKLEY And His Orchestra supplying dance music deluxe from the Palace Hotel in San Francisco and broadcasting via NBC. Hear them play 'ALL I DO IS DREAM OF YOU' 'SLEEPY HEAD' 'THANK YOU FOR A LOVELY EVENING' 'ONCE IN A LIFETIME' 'MOON OF DESIRE' 'I'VE HAD MY MOMENTS'

**ROBBINS MUSIC CORPORATION**  
799 SEVENTH AVENUE  
NEW YORK

**RUTHANIA and MALCOLM BALLROOM DANCERS**  
19th Week  
**DRAKE HOTEL, CHICAGO**  
Thanks to Duke Yellman and Pierre Nuytens

THIS TABLE SHOWS THE LEADING SIX SELLERS IN SHEET MUSIC AND PHONOGRAPH RECORDS GATHERED FROM THE REPORTS OF SALES MADE DURING JUNE BY THE LEADING MUSIC JOBBERS AND DISC DISTRIBUTORS IN THE TERRITORIES

## 6 Best Sellers in Sheet Music Reported by Leading Jobbers

	NEW YORK	CHICAGO	LOS ANGELES
Song—No. 1	'I'll String Along With You' (Guy Lombardo Orch.)	'I'll String Along With You' (Guy Lombardo Orch.)	'I'll String Along With You' (Ted Fke Rito Orch.)
Song—No. 2	'All I Do Is Dream of You' (Leo Reisman Orch.)	'All I Do Is Dream of You' (Leo Reisman Orch.)	'All I Do Is Dream of You' (Leo Reisman Orch.)
Song—No. 3	'Little Man, You've Had a Busy Day' (Isham Jones Orch.)	'Little Man, You've Had a Busy Day' (Isham Jones Orch.)	'Champagne Waltz' (Glenn Gray-Casa Loma Orch.)
Song—No. 4	'Man on the Flying Trapeze' (Cocktails for Two)	'Man on the Flying Trapeze' (Cocktails for Two)	'Little Man, You've Had a Busy Day' (Isham Jones Orch.)
Song—No. 5	'Cocktails for Two' (Cocktails for Two)	'Cocktails for Two' (Cocktails for Two)	'Cocktails for Two' (Cocktails for Two)
Song—No. 6	'A Thousand Good Nights' (Ethel Waters)	'Love Thy Neighbor' (Bing Crosby)	'With My Eyes Wide Open' (Isham Jones Orch.)

## 3 Leading Phonograph Companies Report 6 Best Sellers

Side responsible for the major sales only are reported. Where it is impossible to determine the side responsible for the sales, both sides are mentioned:

BRUNSWICK—No. 1	'My Old Flame,' 'The Lights Are Low' (Guy Lombardo Orch.)	'Swing It, Sister' (Mills Bros.)	'I'll String Along With You' (Ted Fke Rito Orch.)
BRUNSWICK—No. 2	'Night on the Desert,' 'Tonight Is Mine' (Leo Reisman Orch.)	'Fare Thee Well' (Guy Lombardo Orch.)	'Cocktails for Two' (Johnny Graham Orch.)
BRUNSWICK—No. 3	'Money in My Pockets,' 'Swing It, Sister' (Mills Bros.)	'String Along With You' (Ted FloRito Orch.)	'Champagne Waltz' (Glenn Gray-Casa Loma Orch.)
BRUNSWICK—No. 4	'Don't Let Your Love Go Wrong' (Claude Hopkins Orch.)	'Dream of You' (Freddie Martin Orch.)	'Ridin' Around in the Rain' (Bing Crosby)
BRUNSWICK—No. 5	'Limehouse Blues,' 'Dallas Blues' (Casa Loma Orch.)	'How Do I Know It's Sunday?' (Guy Lombardo Orch.)	'Oh, Butterfingers' (Connie Boswell)
BRUNSWICK—No. 6	'Come Up and See Me Sometime,' 'You've Seen Harlem at Its Best' (Ethel Waters)	'Love Thy Neighbor' (Bing Crosby)	'Caricosa' (Castilian Troubadours)
COLUMBIA—No. 1	'Little Man, You've Had a Busy Day' (Emil Coleman Orch.)	'Little Man, You've Had a Busy Day' (Emil Coleman Orch.)	'Moon Glow' (Benny Goodman Orch.)
COLUMBIA—No. 2	'Moon Glow' (Benny Goodman Orch.)	'Freckle Face, You're Beautiful' (Ben Pollack Orch.)	'Onyx Breakdown' (Joe Sullivan)
COLUMBIA—No. 3	'Freckle Face, You're Beautiful' (Ben Pollack Orch.)	'Moon Glow' (Ben Goodman Orch.)	'I Ain't Lazy' (Benny Goodman Orch.)
COLUMBIA—No. 4	'I Ain't Lazy, I'm Just Dreamin' (Benny Goodman Orch.)	'Sleepy Head' (Ben Pollack Orch.)	'Stomping at the Savoy' (Chlo Webb Orch.)
COLUMBIA—No. 5	'Sleepy Head' (Ben Pollack Orch.)	'I Ain't Lazy, I'm Dreaming' (Benny Goodman Orch.)	'Riptide' (Benny Krueger Orch.)
COLUMBIA—No. 6	'Riptide' (Benny Krueger Orch.)	'She Reminds Me of You' (Earl Burton Orch.)	'Sleepy Head' (Ben Pollack Orch.)
VICTOR—No. 1	'Cocktails for Two,' 'Live and Love Tonight' (Duke Ellington Orch.)	'My Dear' (Jan Garber Orch.)	'Easy Come, Easy Go' (Eddie Duchin Orch.)
VICTOR—No. 2	'All I Do Is Dream of You,' 'Grandfather Clock' (Jan Garber Orch.)	'Practice What You Preach' (Jan Garber Orch.)	'Christmas Night in Harlem' (Paul Whiteman Orch.)
VICTOR—No. 3	'Riptide,' 'I've Had My Moments' (Eddy Duchin Orch.)	'Little Man, You've Had a Busy Day' (Isham Jones Orch.)	'I've Had My Moments' (Eddie Duchin Orch.)
VICTOR—No. 4	'String Along With You,' 'Fair and Warner' (Tom Coakley Orch.)	'Grandfather's Clock' (Jan Garber Orch.)	'All I Do Is Dream of You' (Jan Garber Orch.)
VICTOR—No. 5	'Easy Come, Easy Go,' 'When a Woman Loves Man' (Eddy Duchin Orch.)	'Cocktails for Two' (Duke Ellington Orch.)	'Armful of Sweetness' (Fats Waller)
VICTOR—No. 6	'Ridin' Around in the Rain,' 'Don't Let Your Love Go Wrong' (Isham Jones Orch.)	'Riptide' (Eddie Duchin Orch.)	'With My Eyes Wide Open' (Isham Jones Orch.)

'Sadie McKee,' and 'With My Eyes Wide Open,' hit number of Paramount's 'Shoot the Works.' Outlook is for these two numbers to top the July field.

Another top number to maintain its stranglehold is 'Cocktails for Two,' and Bing Crosby's 'Ridin' Around in the Rain.' Runners-up in sheet music sales were 'Waiting at the Gate for Katy,' 'Take a Lesson from the Lark' and 'Easy Come, Easy Go.' Such favorites as 'Little Dutch Mill,' 'Old Spinning Wheel' and 'Little Grass Shack' continue in demand, with the close of the month developing increased sales for 'A Thousand Good Nights.'

## Rotating Randalls

Marion and Martinez Randall with Mlle. Capliers go from the Ritz-Carlton, Atlantic City, where they opened with Isham Jones orchestra, into the Blossom Heath Inn, Detroit, July 12 for two weeks.

After that the Randalls switch for a month's engagement into the Ramona club, Harbor Springs, Mich., opening July 28. This has been a spot booking by the Randalls for the past three seasons.

## FRISCO'S NEW HOTEL SPOT

San Francisco, July 9. Downtown Cliff hotel is set to open next Saturday (14) after an expensive remodeling that has converted the spot into an apartment hostelry with a big cafe.

Management, so far, has decided on jingling on Saturday nights only, for which it has engaged Don Vinton's rumba band.

Chicago "Evening American" "From now on my concert in dance teams, whether it be Velos and Yolanda, The DeMarses or any of the other leaders in this class, will be sedately diminished in view of Ruthania and Malcolm's performance last night."

By Charlie Dawn

## Reisenfeld Symphony

Hollywood, July 9. Music Corporation of America is working on a plan to surround Dr. Hugo Reisenfeld with a symphonic orchestra of around 30 men for broadcasting purposes. They are now negotiating with several additional commercial accounts for Reisenfeld to saturate the ether waves with classical and operatic music.

## Jack Robbins' Cohorts

Hollywood, July 9. When Jack Robbins leaves here Saturday (14) for the east he will have with him Burton Lane, and Harold Adamson, songwriters, and Al Kingston, an agent.

The writers will remain in New York for about four weeks, then return here for a term period at one of the major studios.

## Hearst's Soc. Licenses

Hearst organization has taken out a performing rights license for all its stations from the European Society of Stage Authors & Composers.

License takes in WINS, New York; WISN, Milwaukee; WCAE, Pittsburgh; KYW, Chicago, and KYA, San Francisco.

## FERRY AT GLENWOOD

Jack Ferry's orchestra from Philadelphia is playing a three months Summer engagement split-up between the Glenwood, Delaware Water Gap, and the Oak Grove, Stroudsburg, Pa. Both hotels operated by T. E. Bridger and a repeat booking for Ferry.

Tom, Collins, Bill Hyde, Ed Regatta and Ferry are at the Glenwood. Pete Tubbs, Ed Gormley, Art Cranco, Bart Grady, at the Oak Grove.

Ralph Rainger and Leo Robin doing tunes for Bing Crosby's next at Paramount, Here Is My Heart.

## NIGHT CLUB REVIEWS

### CUBANACAN, N. Y.

A bit of old Havana in its more carefree state, cuisine of Hispanic concoction, reputedly the best rum that can be found in New York, and an atmosphere that is both novel and enticing, is what the night-clubber prowling around for something different finds at the Cubanacan. Place is up on Lenox avenue hard by 114th in the heart of that part of the hotcha belt that is more Cuban than anything else. Drawing the Cubans of New York, it offers a background that has that tropical flavor.

Shortly after repeal the Cubanacan opened its doors, instantly taking on. Among other things, the operators believed in advertising and within a comparatively short space of time spot established itself pretty firmly with the late-goers of the town. Nothing starts at the Cubanacan until about midnight, when New York thinks of wending towards Harlem, if going anywhere at all. Undoubtedly the niter has entrenched itself as strong opposition against the other leading Harlem emporiums.

On Monday night (2) a new show went in there and despite the equatorial heat, no one complained of discomfort. An adequate supply of electric fans even makes dancing bearable, if anyone's so inclined with the mercury jumping out of the thermometer.

Two dance teams figure on the floor show: One, Orlia and Pimentia, is very Cubanistic and hotcha, doing various types of rumbas to the tepid cooings of the Albert Socarrus orchestra. That band is something to listen to. For

(Continued on page 51)

## WANTED Unattached Song Writers

Words and Music  
Address Replies to Box M  
HOLLYWOOD VARIETY CALIF.

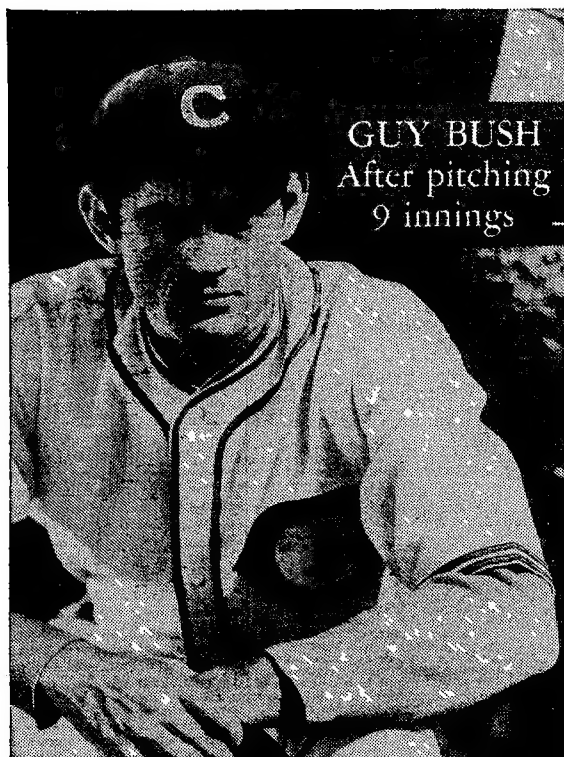
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**Lindy's**  
INC.

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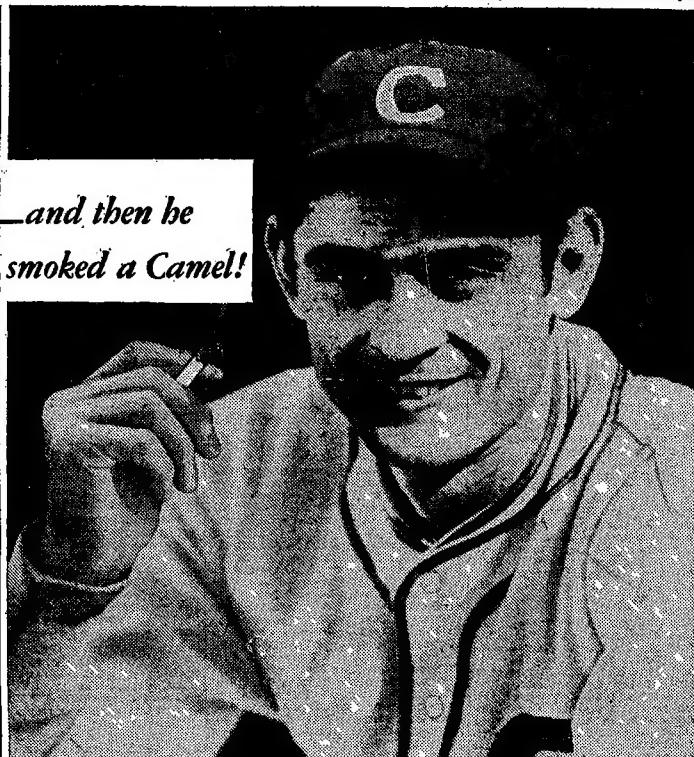
1655 Broadway (near 51st St.) New York

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GUY BUSH  
After pitching  
9 innings

—and then he  
smoked a Camel!



MEET GUY BUSH...star pitcher for the Chicago Cubs! Guy won 20 games last year...pitched in all 264 innings...and he's pitching at an .800 clip this year. Like many athletes, Guy has found that at the end of a gruelling match, nothing brings back his energy and vitality like a Camel.

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## can increase Vim and Energy...quickly!

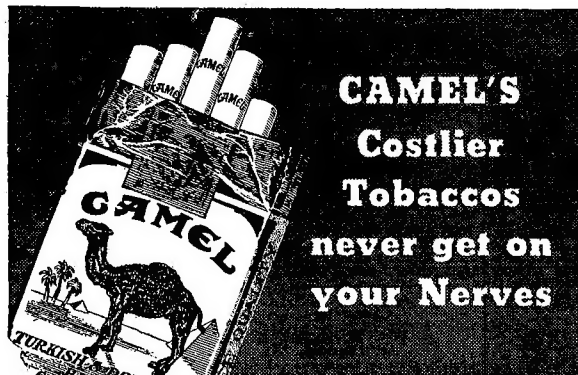
When you feel "used up"—smoke a Camel! Fatigue and irritability fade away. Your flow of natural energy snaps back to a higher level in a few minutes.

This experience is well known to millions of Camel smokers. It has been confirmed by a famous New York research laboratory. Take for example Guy Bush. There's a lesson in what Guy has to say about the "energizing effect" in Camels:

"Bases full, one out, and a strike. I'm watching the bases and the batter, too. Now I've got to pitch. The *pitch*—and it's two strikes! Will he strike out? You think so...and yet you can't tell. Baseball is full of tough spots that take it out of a pitcher who works his regular turn and stands up to the grind for seven long months. Like most of the big-league pitchers, I smoke Camels. And when I

come out of a game after nine hard innings there's nothing that lifts up my energy the way a Camel does. I feel freshened up in no time at all. I smoke a lot. Camels never interfere with my nerves!"

Learn to "get a lift with a Camel" whenever *your* energy runs low. Smoke as constantly as you like. The finer, MORE EXPENSIVE TOBACCOS in Camels never upset the nerves.



● Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

# "Get a LIFT with a Camel!"